A 8600-7.7 F 10/85

Research Report

[redacted]

Newspaper Readership Project

1180 Avenue of the Americas, New York, NY 10036

Newspaper Advertising Bureau, Inc [redacted]

NEWSPAPERS IN
AMERICAN NEWS HABITS:
A COMPARATIVE ASSESSMENT

©Newspaper Advertising Bureau
July 1985

This study is one of a series of research studies conducted under the auspices of the Newspaper Readership Project (1977-83), an industry-wide effort to promote circulation and readership.

It was directed by Albert E. Gollin, assisted by Joan Lambe. This report was written by him and Nicolas A. Bloom, with the assistance of Raul Batista, of NAB's Research Department.

NATIONAL STUDY OF THE DAILY NEWSPAPER AND ITS AUDIENCES

PREFACE

This report presents the detailed findings of a comprehensive study of patterns of daily news consumption by the American public. The interviews with a nationwide probability sample of American adults collected information on a wide range of topics: newspaper reading (daily and Sunday), television viewing, exposure to news media in three day parts yesterday, readers' content preferences, ratings of the performance of the daily press, circulation and home delivery patterns, as well as detailed demographic data on the survey respondents. The field work for this survey, taken in May 1982 by Audits & Surveys, Inc., was carried out by means of personal in-home interviews with 1,979 adults age 18 and over in a probability sample of American households.

As part of the interview, newspaper readers were also taken through a copy of the paper they read yesterday, or the one they usually read, and asked about their readership of or interest in specific editorial and advertising items on sampled pages in that paper. These items were coded in several ways: size, use of text or illustrations, location in the paper, etc.

The results of this survey have been presented in a series of companion reports, including "Circulation and Home Delivery Patterns," "Newspaper Pages, Ads, and Readers," "Meeting Readers' Multiple Needs," and "How Do Your Papers Rate With Readers." These reports and a separate technical report on the study, prepared by Audits & Surveys, Inc. (with copies of the questionnaires used in the study) are available from NAB.

Updated reports on average daily readership, based on syndicated data from nationwide surveys conducted annually by SMRB, are also available from NAB.

CONTENTS

	Page
PREFACE	v
LIST OF TABLES	ix
LIST OF CHARTS	xiii
HIGHLIGHTS	xv
SECTION ONE - DAILY EXPOSURE TO THE NEWS MEDIA	1
Newspaper Reading: Time of Day and Publishing Cycle	3
Home Delivery	6
TV/Cable/VCR Ownership	8
Television/TV News-Viewing Yesterday	10
Active vs. Passive TV News-Viewing	15
Yesterday TV News-Viewing In Each of Three Day Parts	18
Radio News Listening	20
Multi-Media Exposure To News	23
SECTION TWO - GENERAL PATTERNS OF NEWSPAPER READERSHIP	27
Household Readership vs. Adult Readership	28
Frequent and Infrequent Readers	31
Sunday Newspaper Readership	33
Weekly Newspapers and Shoppers	36
Language Groups and Frequent Reading	38
News Exposure Via Print Media	39
SECTION THREE - INVOLVEMENT WITH THE NEWSPAPER	45
Number of Newspapers Read and Number of Times Read	45
Time Spent With Newspapers	47
Editorial Content Preferences	47
The Appeals of Newspaper Content to Readers	52
Editorials and Press Bias	62
Gratification From Reading A Writer or Columnist	63
Letters to the Editor	64
Classified Ads and Coupons	67
Summary: Measuring Reader Involvement	67
SECTION FOUR - NEWS ORIENTATIONS	69
The Duty To Keep Informed	69
Local vs. National News Orientation	75
Look Forward To News vs. Features	77
The News Media As Sources On The Most Important Problem	79
The News Media As Sources For the Biggest Story Yesterday	81
Summary	88

Page

SECTION FIVE - LIFESTYLES AND NEWSPAPER HABITS 91

Leisure-Time Activities..... 91
Stability of Newspaper Reading And Subscribing..... 97
Routine or Unusual Yesterday..... 99
Personal Goals..... 102
Summary..... 108

APPENDIX:
Classification of Respondents..... 113
Number of Respondents In Various Demographic Groups..... 115

LIST OF TABLES

		Page
1.1	Daily Mass Media Exposure Among Demographic Groups.....	2
1.2	Reading of a Daily Newspaper Yesterday in Three Day Parts By Publishing Cycle.....	4
1.3	Daily Newspaper Readership Composition By Publishing Cycle.	7
1.4	Home Delivery of Newspaper Read Yesterday Among Demographic Groups.....	9
1.5	Yesterday TV and TV News-Viewing Among Demographic Groups..	12
1.6	Types of News Programs Seen Yesterday.....	13
1.7	Active and Passive TV News-Viewing Among Demographic Groups.....	16
1.8	Mean Number of TV News Programs Watched in Three Day Parts by Frequent and Infrequent Readers.....	17
1.9	Incidence of TV News-Viewing in Three Day Parts Among Demographic Groups.....	19
1.10	Types of News Programs Seen Yesterday in Each of Three Day Parts.....	20
1.11	Daily Radio and Radio News-Listening Among Demographic Groups.....	21
1.12	Yesterday News Exposure - 1982 and 1977.....	23
1.13	Daily Newspaper/Television News Exposure Yesterday Among Demographic Groups.....	25
2.1	Number of Daily Newspapers Read By Day of Week.....	27
2.2	Accuracy of Primary Respondents' Reports of Other Adults' Yesterday Readership of a Daily Newspaper.....	29
2.3	Individual and Household Adult Readership Among Demographic Groups.....	30
2.4	Frequent, Infrequent and Non-Readers Among Demographic Groups.....	32
2.5	Sunday Newspaper Readership and Home Delivery Among Demographic Groups.....	34
2.6	Home Delivery of Daily and Sunday Newspaper (Based on Yesterday Readers and Yesterday Non-Readers).....	35

		Page
2.7	Daily, Weekly and Free Paper Readership Among Demographic Groups	37
2.8	Frequent Newspaper Readership By Primary Language Used At Home	39
2.9	Use of Other Print Media Among Demographic Groups	40
2.10	Proportion of Frequent Newspaper Readers Among Other Print Media Users	41
2.11	News Media Exposure By Frequent Readership And Regular Reading of News Magazines	42
2.12	Prefer TV News Vs. Newspaper Coverage of Big Stories By Orientation To Print News Media	43
3.1	Number of Daily Newspapers Read Yesterday	45
3.2	Average Number of Times Daily Newspaper Read By Number of Papers Read Yesterday	46
3.3	Mean Time Spent Reading Newspaper Yesterday By Number Read, Among Demographic Groups (In Minutes)	48
3.4	Reader Preference For News Vs. Features	49
3.5	Three Evaluations of Newspapers as a Source of Information Among Demographic Groups	51
3.6	How Daily Newspaper Was Read Among Demographic Groups	53
3.7	Content Categories: Readership Appeal	54
3.8	Try To Read Editorials On A Regular Basis	62
3.9	Perception of News Bias By Regularity of Reading Editorials	63
3.10	Regularly Read A Writer or Columnist Among Demographic Groups	65
3.11	Wrote a Letter to the Editor and Shared Item(s) of Editorial Content, Among Demographic Groups	66
3.12	Placed Classified Ads/Clipped Coupons or Ads Among Demographic Groups	68
4.1	Response Distribution on News Norm Items	70
4.2	Mean News Norm Scale Scores Among Demographic Groups	71

		Page
4.3	Newspaper Reading Frequency and News Media Usage By News Norm Scale Scores	73
4.4	Content Categories: Readership Appeal By News Norm Scale Scores	74
4.5	Interest in News at a Distance Vs. News Close To Home Among Demographic Groups	76
4.6	National Vs. Local News Orientation By News Norm Scale Scores	77
4.7	Content Preferences: Items Usually Read By News Orientation	78
4.8	Choice Between Two Hypothetical Types of Dailies By News Norm Scale Score	79
4.9	Most Important Problem Facing The Country Today	80
4.10	Key Sources of Information About Most Important Problem Facing Country	82
4.11	Key Sources of Information About Most Important Problem Among Demographic Groups	83
4.12	Biggest Story In The News Yesterday	84
4.13	Prime Source of Information For Yesterday's Biggest Story	85
4.14	Prime Source of Information for Biggest Story Yesterday By Type of Story	85
4.15	Prime and Secondary Sources of Information For Biggest News Story	87
4.16	Prime and Secondary Sources of News for Yesterday's Biggest Story By First Source Cited	88
5.1	Clusters of Lifestyle Activities Engaged In, By Demographic Groups	93
5.2	Lifestyle Activities Engaged In Regularly and On Weekends, By Income	94
5.3	Frequent Newspaper Readership and Home Delivery By Lifestyle Activity Indexes	95
5.4	Items Usually Read By Lifestyle Activity Indexes	96

Page

5.5 Items Cut Back Or Postponed Buying Due To Economic Situation..... 98

5.6 Preference For Weekday or Sunday Newspaper..... 100

5.7 Frequent Newspaper Readership (Daily and Sunday) By Lifestyle Activities..... 101

5.8 Daily Readership By Routine Vs. Unusual Yesterday..... 102

5.9 Importance of Four Personal Goals..... 103

5.10 Major Goals Among Demographic Groups..... 105

5.11 Use of Newspapers By Goals Defined By Respondents As Major. 106

5.12 Items Usually Read By Goals Defined By Respondents As Major 107

LIST OF CHARTS

		Page
1.	Hour-By-Hour Readership of Newspapers.....	5
2.	Hour-By-Hour Viewing of TV News.....	14
3.	Categories Read/Intensity of Appeal.....	56
4.	Categories Read/Intensity of Appeal By Sex.....	58
5.	Categories Read/Intensity of Appeal By Age.....	60
6.	Categories Read/Intensity of Appeal By Frequent And Infrequent Readers.....	61

HIGHLIGHTS

A nationwide survey of American adults' use of the news media conducted in May 1982 revealed the following:

1. Daily use of one or more of the mass media is nearly universal. But about one person in ten was not exposed to any news from newspapers, television, or radio "yesterday," and the daily consumption of news varies significantly among demographic segments of the adult population.

2. Two-thirds of the adult population read a paper yesterday; a daily paper was read in three-quarters of American households. Readership is higher among older, better-educated, and upper-income groups, and among residents of the Northeast.

3. Daily reading of a paper takes place around the clock, but is higher at the start and after the close of the working day. Papers are typically read close to the time of delivery or purchase: in the morning for a.m. papers, in the late afternoon or early evening for p.m. papers, and soon after the appearance of various editions of all-day papers.

4. Home delivery is the most common way of getting a paper: 71 percent of papers read yesterday reached their readers through subscriptions.

5. Two-thirds of all adults watched at least one TV news program on the average weekday. News-viewing peaks sharply between 5:30-6:30 p.m. (local time). Availability of local or network news largely shapes the incidence of news-viewing, but certain segments of the adult population are more likely to watch news on TV. Among them, the larger group also reads a daily paper frequently, while a minority rarely reads a daily.

6. Of all news programs watched yesterday, 62 percent were tuned in deliberately, by "active" news-watchers; 21 percent were seen because the news appeared on the channel people were watching. The remainder could not be clearly defined either as "active" or "passive" news-viewing occasions.

7. Most of the daily audience for news either on TV or in newspapers is shared or overlapping. Frequent readers of the daily paper are also more likely than others to supplement their print news diet with TV news. Those who only (or mainly) watch TV news are typically younger, lower in income, and less educated than are those who are avid consumers of news across the media.

8. One-quarter of American adults read, saw, and heard news in the mass media yesterday. Another one-quarter read a paper and saw news on TV. Relatively few adults are exposed to only one of the news media daily. Patterns of single- or multi-media news exposure on a daily basis have changed little since 1977, when a comparable study was done.

9. Better than three-fifths of American adults are frequent readers of the daily newspaper (reading four or all five weekday papers each week). Frequent readers tend to be older, upscale, and more broadly involved in the community. True nonreaders of the newspaper--those who rarely if ever read a paper daily or Sunday--comprise 10 percent of the population, and display the converse demographic profile of frequent readers.

10. Frequency of reading is strongly correlated with getting home delivery of both the daily and Sunday paper. Subscription sales are most likely to be boosted by concentrating on the 28 percent of the population who are occasional readers, who are proportionately more likely to buy single copies.

11. Print news media--including dailies and newsweeklies--and broadcast news media typically play complementary roles in the lives of most Americans. A small proportion who read the paper or newsweeklies less often are more dependent on TV for their news. The bulk of the population employs one or more print news media along with TV (and radio) fairly regularly to stay informed.

12. Those who use print news media rely more on the daily paper's coverage of big news stories, and rate their paper's coverage of important matters more highly.

13. Readers tend to rate their paper's news coverage more important than its features, and would prefer a hypothetical paper that was "news-heavy" to one that contained mostly features.

14. Hard news categories emerge as among those most likely to be read regularly and having higher reader appeal. Service features, editorial-page items, and other categories of content have relatively less appeal. Readers' content interests are highly segmented by age and sex, although few differences appear to exist between frequent and infrequent readers in the appeal of various content categories.

15. Reader involvement is indicated by familiarity with and affection for specific writers or columnists, by referring to items in conversation with others, by clipping items or coupons, etc. These indicators are related to the strength of the reading habit and to the strength of community ties.

16. A sense of civic obligation to be informed, to keep up with the news, acts as an important force in sustaining reading frequency and subscribership. Those who show conformity with a norm of staying informed are also more likely to watch TV news. Their interest in editorial content tends to be broader and more oriented to "hard news"

categories as well. Those who score low on the news norm scale show greater interest in soft news and features, but differences between the two groups are matters of degree.

17. In general, American adults claim a greater interest in national or world news or events than in events in their town or cities. Those who show a stronger sense of obligation to stay informed are more cosmopolitan in their news interests than are others.

18. Television is a more relied-upon source than are newspapers for two categories of news stories. But most people use both and mention both as important prime or secondary sources of news.

19. Various measures of diverse lifestyles--leisure activities, personal goals, etc.--are not strongly correlated with the newspaper habit (reading or subscribing). Newspaper readership is not displaced by active lifestyles; instead, it is an integral part of such lifestyles and is significantly related to a variety of important personal goals.

20. The varied appeals of diverse categories of editorial content are linked with people's leisure-time pursuits and personal goals. They tend to read the paper in pursuit of different values or uses, apart from the shared desire to stay informed.

SECTION ONE: DAILY EXPOSURE TO THE NEWS MEDIA

Almost every American adult devotes some portion of the day to one or more of the major media. On an average weekday, 97 percent spend some time with newspapers, radio or television. Five-sixths (84%) watched some television, although not necessarily a news program, and two-thirds (67%) read a newspaper "yesterday." The same proportion listened to the radio, but as with television, some of them did not hear any news on the radio.

Consistent with the results obtained by previous studies,[1] media exposure levels among this national sample of adults (age 18+) varied widely across demographic segments (see Table 1.1). Daily newspaper readership is appreciably higher among older, better-educated and higher-income groups, among residents of communities with 250,000-1,000,000 population, and in the Northeast. Daily newspaper readership is significantly lower among blacks, but is nearly the same for men and women.

The incidence of television viewing is highest in the younger (age 18-34) and older (age 55+) age groups. It is noticeably lower among those age 35-54 and within the two highest-income segments, but is higher among those not now employed. Average daily TV viewing tends to be lower among those with at least some college education; it is highest among SMSA central-city residents. There are, however, no

---

[1] See for example, The Daily Diet of News (Newspaper Advertising Bureau, 1978), pp. 2-3.

Table 1.1

DAILY MASS MEDIA EXPOSURE AMONG DEMOGRAPHIC GROUPS

	Percent Exposed "Yesterday" To:		
	Newspapers	Television	Radio
All Adults[1]	67%	84%	67%
By Age			
18-24	54	83	72
25-29	56	84	78
30-34	66	85	73
35-44	65	80	68
45-54	73	80	63
55-64	78	88	62
65+	77	89	53
By Education			
Not HS Grad	58	86	56
HS Grad	66	85	66
Some College	67	81	73
College Grad	79	83	76
By Income			
Less than $10,000	53	88	55
$10,000-$14,999	64	86	63
$15,000-$24,999	67	87	64
$25,000-$34,999	74	82	76
$35,000+	77	80	76
By Sex			
Male	68	84	70
Female	66	85	63
By Race			
White	69	84	67
Black	56	86	64
By Use of Newspapers			
Frequent Newspaper Readers	94	87	69
Infrequent Readers	30	81	68
Daily Paper Delivered	87	84	67
By Employment Status			
Employed	65	81	74
Not Employed	69	87	59
By Location			
Non-Metro	68	84	62
SMSA Suburbs	67	82	68
SMSA Central City	65	88	69
By Residence Size			
Non-Metro	68	84	62
50,000-249,999	65	86	68
250,000-999,999	73	81	67
1,000,000 and over	64	85	69
By Region			
Northeast	78	82	73
North Central	64	84	70
South	66	86	63
West	60	84	61

[1]Percentages in each column are based on total weighted responses; N=1,979 unweighted number of respondents, who represent 163,867,000, weighted to the total adult population. The base numbers (weighted and unweighted) in various demographic groups are shown in the Appendix.

Question(s): "Did you read or look at a newspaper at all during [each of three day parts]?"
"Did you watch any television during [each of three day parts]?"
"Did you happen to listen to the radio at any time yesterday?"

significant differences in the incidence of daily television watching among differing sex or racial groups.

Patterns of radio listening show a more distinctive, demographically mixed pattern. Unlike both newspaper reading and television viewing, radio listening is significantly lower among older (age 45+) adults. However, radio listening rises steadily with income and education, and is higher among males and the employed, compared with their counterparts. Geographically, radio listening is lower among non-metro area residents, and is appreciably higher among those living in the Northeast and North Central regions.

These overall findings on media exposure set the stage for an analysis of patterns of daily news consumption, reminding us that although almost everyone absorbs some of the daily output of the mass media, substantial minorities are not exposed to each of them, considered independently. In the case of the broadcast media in particular, this fact sets obvious limits on the total amount of daily exposure to news as a distinctive type of broadcast programming.

Newspaper Reading: Time of Day and Publishing Cycle

When do people read their newspapers? Adults who read a newspaper yesterday were asked when they picked up and read that newspaper in each of three day parts.[1] Newspaper reading is a round-the-clock

---

[1]The three day parts were defined in the questionnaire as:
First: "Let's begin with the time you woke up yesterday through the time you had your midday meal or usually have your midday meal."
Second: "Now let's talk about yesterday from after your midday meal through the time you had your evening meal or usually have your evening meal."
Third: "Now I'd like to talk about late yesterday from after your evening meal until you went to sleep."

activity, peaking just prior to the start of the working day and again at its close. At any hour between 5:30 a.m. and 10:30 p.m., at least 3 percent of the adult population are reading a newspaper (see Chart 1).

Newspapers are typically read soon after they are delivered or bought, but some reading occurs on a delayed basis, even as late as the next day. A morning newspaper is mainly (61%) read before lunch, with reading tailing off later in the day. P.M. papers are read after lunch (41%) or dinner (46%), for the most part. And all-day papers, with their multiple (a.m. and p.m.) editions published at various times during the day, are read more evenly across the three day parts by the one reader in nine who read one "yesterday" (see Table 1.2).

Table 1.2

READING OF A DAILY NEWSPAPER YESTERDAY IN THREE DAY PARTS BY PUBLISHING CYCLE

Day part[1]	All Papers	A.M. Paper	P.M. Paper	All-Day Paper
Before midday meal	37%	61%	13%	41%
After midday meal - evening meal	32	24	41	30
After evening meal - bedtime	31	15	46	29
	100%	100%	100%	100%

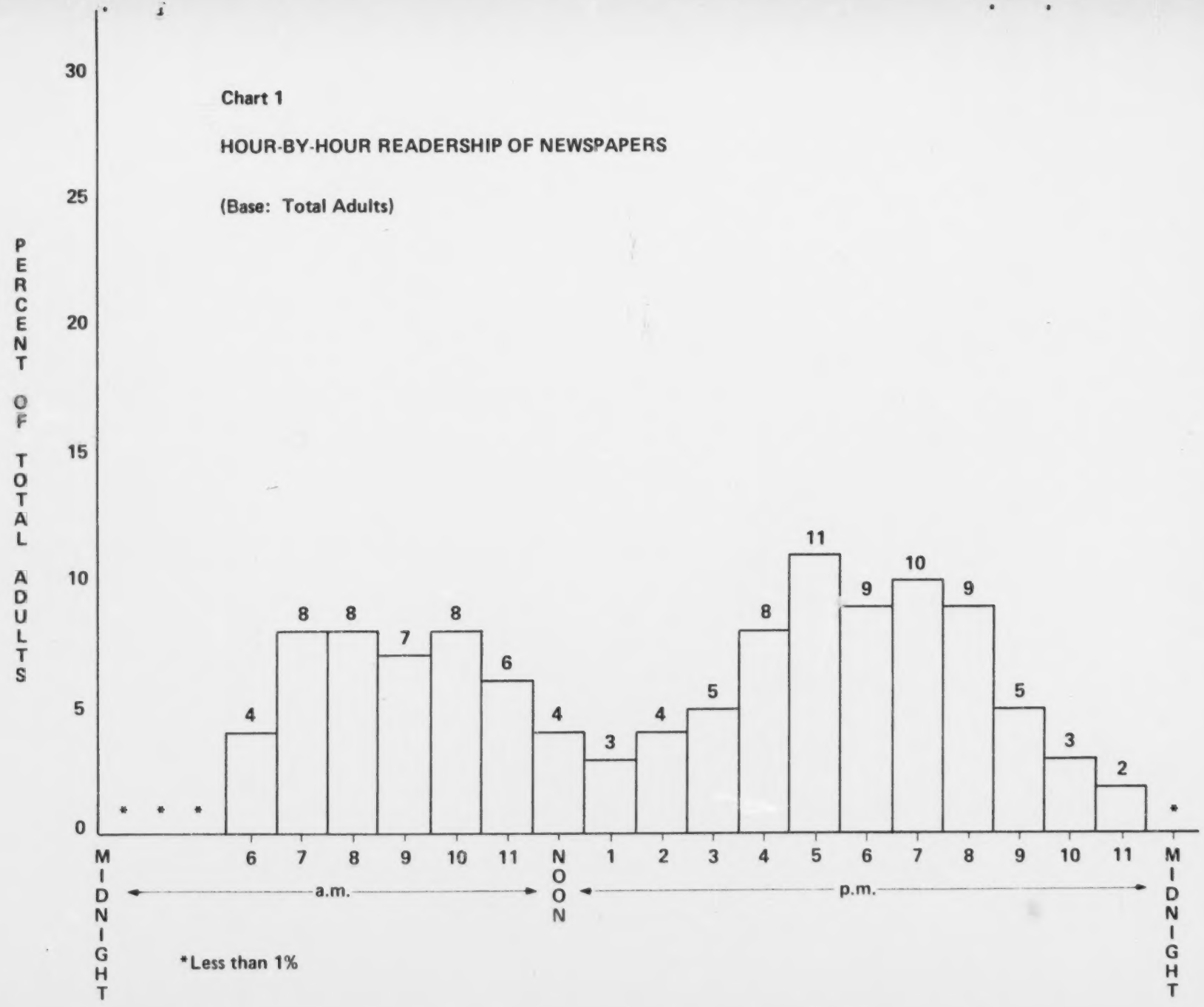
[1]Base: Total readings of a daily paper yesterday in each day part.

The demographics of the audiences for a.m., p.m. and all-day newspapers overlap to a considerable degree. Differences among them mainly reflect the population in the areas covered by these three types

Chart 1

HOUR-BY-HOUR READERSHIP OF NEWSPAPERS

(Base: Total Adults)



*Less than 1%

of dailies. Morning papers, for example, circulate more in big cities, as do all-day papers,[1] while evening dailies are typically smaller in size and circulate more in suburban or rural areas. But certain differences fall outside these basic geodemographic linkages. All-day papers attract the patronage of employed adults more than the others do, which may reflect their greater dependence on single-copy sales. Similarly, all-day papers have a more youthful readership in the aggregate than do a.m. or p.m. dailies. But the readership base of both a.m. and all-day papers is comprised of relatively more higher-income, better educated, or male adults in their communities than is the readership of evening dailies (see Table 1.3).

Home Delivery

Home delivery is by far the most popular way of getting a copy of the newspaper: 71 percent of "yesterday" readers had their newspaper delivered to their homes. Newsstands and other types of stores rank second and third, with 8 percent and 7 percent respectively, as means of acquiring copies of a daily. Yesterday readers are somewhat more likely to have afternoon delivery (36%) than morning delivery (34%).[2]

1982 was the first year in which daily circulation of a.m. papers exceeded that of p.m. papers. ANPA's "Facts About Newspapers 1985"

---

[1]Two-thirds of the papers classified as "all-day" have circulations exceeding 50,000; eleven exceed 250,000.

[2]Adults who did not subscribe to the newspaper they read yesterday were asked if they get home delivery of any daily newspaper. Adding them in, the percentage of readers with home delivery of any daily newspaper increased to 74%; the figures for morning and afternoon delivery rise to 35% and 38% respectively. (One percent was unable to specify a time of delivery.)

Table 1.3

DAILY NEWSPAPER READERSHIP COMPOSITION
BY PUBLISHING CYCLE

	A.M. Paper	P.M. Paper	All Day Paper
Total Yesterday Readers	100%	100%	100%
By Age			
18-24	15	15	9
25-29	10	9	20
30-34	11	9	14
35-44	15	16	21
45-54	15	16	11
55-64	12	16	15
65+	21	18	11
By Education			
Not HS Grad	17	25	11
HS Grad	38	40	33
Some College	22	20	26
College Grad	23	14	30
By Income			
Less than $10,000	14	15	6
$10,000-$14,999	13	12	8
$15,000-24,999	17	21	29
$25,000-34,999	21	19	17
$35,000+	18	13	22
By Sex			
Male	49	47	53
Female	51	53	47
By Race			
White	86	93	87
Black	12	6	13
By Use of Newspapers			
Frequent Newspaper Readers	86	89	92
Infrequent Readers	14	11	8
Daily Paper Delivered	67	82	64
By Employment Status			
Employed	50	50	60
Not Employed	50	49	40
By Location			
Non-Metro	17	39	7
SMSA Suburbs	48	41	38
SMSA Central City	35	20	55
By Residence Size			
Non-Metro	17	39	7
50,000-249,999	14	13	12
250,000-999,999	20	25	11
1,000,000 and over	49	23	71
By Region			
Northeast	31	22	26
North Central	15	28	46
South	34	35	25
West	21	16	4

gives the number of all-day papers as 27, but since two-thirds have circulations above 50,000, they account for a sizeable proportion (10%) of total daily circulation. Correlatively, 11 percent of all papers read yesterday were all-day papers.

As availability and publishing cycle largely determine readership patterns, the demographic profiles of those getting home delivery of a daily newspaper and of those who read a daily yesterday are quite similar. Home delivery of a daily paper is markedly more prevalent among older and higher-income segments, but, unlike "yesterday" readership, does not vary across educational levels. Whites are much more likely than blacks (and women slightly more likely than men) to get home delivery of a daily newspaper. Married adults, particularly homemakers, show markedly higher levels of subscribership. Geographically, residents of the Northeast, of SMSA central cities, and of cities with at least 1,000,000 population are least likely to be subscribers. Contrasts in the demographic profiles of subscribers to a.m. or p.m. papers mainly reflect underlying population differences in the places (cities and towns) they are published (see Table 1.4).[1]

TV/Cable/VCR Ownership

Virtually every American adult has access to television and thus to TV news. In fact, slightly more American homes have a television than have a telephone. Fully 98 percent of the adult respondents own a

---

[1]For further analysis of circulation patterns based on data from this study see Circulation and Home Delivery Patterns (Newspaper Advertising Bureau, 1983) and "Single Copy Buyers, Occasional Readers" (Newspaper Advertising Bureau, 1984).

Table 1.4

HOME DELIVERY OF NEWSPAPER READ YESTERDAY
AMONG DEMOGRAPHIC GROUPS

	Daily Home Delivery		
	Any Daily	Morning Daily	Afternoon Daily
All "Yesterday" Readers	71%	34%	36%
By Age			
18-24	56	29	26
25-29	61	33	27
30-34	64	26	37
35-44	70	35	34
45-54	80	39	41
55-64	79	32	46
65+	79	41	37
By Education			
Not HS Grad	70	27	42
HS Grad	70	34	35
Some College	72	36	36
College Grad	71	44	27
By Income			
Less than $10,000	60	29	31
$10,000-$14,999	67	30	36
$15,000-24,999	73	36	37
$25,000-34,999	71	33	37
$35,000+	76	44	32
By Sex			
Male	69	34	34
Female	73	35	38
By Race			
White	74	35	38
Black	42	23	19
By Use of Newspapers			
Frequent Newspaper Readers	74	36	37
Infrequent Readers	52	25	26
By Marital Status			
Married	77	36	40
Divorced/Separated/Widowed	63	31	32
Single	56	30	25
By Employment Status			
Employed	68	32	35
Not Employed	74	37	36
Homemaker	77	35	41
By Location			
Non-Metro	76	27	46
SMSA Suburbs	77	41	36
SMSA Central City	58	32	27
By Residence Size			
Non-Metro	76	27	46
50,000-249,999	80	38	41
250,000-999,999	78	36	42
1,000,000 and over	61	38	24
By Region			
Northeast	54	26	28
North Central	77	31	43
South	77	37	40
West	77	47	30
Cable Household	77	37	40

working TV; by one estimate, "only" 95 percent[1] have a telephone in the home.

Five out of six (87%) adults sampled in this study own a color TV[2] and about two-thirds (66%) of all sets owned are color TV sets. Upper-income respondents are more likely to have access to a color television set. The average number of working TV sets in the households of this sample of adults is 1.9.

The incidence of subscription to cable TV in 1985 was 45 percent. In our 1982 sample of households it was 36 percent, one-half of whom subscribed to some pay TV service. Well-educated and upper-income adults are comparatively more likely to subscribe to cable and to a pay TV service than are their counterparts.

1985 estimates of VCR ownership range between 20-25 percent of U.S. households. Only 6 percent of the respondents owned a VCR in May, 1982. As expected, younger, better-educated and upper-income respondents were all more likely to own a VCR. Infrequent newspaper readers are also more prone than are frequent readers (8% vs. 5%) to have a VCR. They are, as we shall show, more oriented to television programming as a source of news as well.

Television/TV News-Viewing Yesterday

Americans have ample opportunities to watch television news. In 1982, there were 220 programs and 300 hours of regularly scheduled weekly network programming alone, of which 37½ hours (13%) were news

---

[1]"AT&T's Dutch Connection May Face Years of Static," Business Week, October 24, 1983, p. 146.

[2]The Television Bureau of Advertising's figure for January, 1982 is 86%: see "Trends In Television: 1950 to Date" (TvB, April 1985).

programs. These figures represent a substantial increase since 1971, when there were 215 hours of regularly scheduled network broadcasting, including 29½ hours (14%) of news programs.[1] Thus, the general expansion of network programming availabilities has carried over proportionately into the realm of news.

People make use of these opportunities: as noted earlier, 84 percent of this sample of adults watched television "yesterday." Four-fifths of them, representing 67 percent of all American adults, also watched TV news. The mean number of TV news programs viewed by adults across the broadcast day was 1.2; among those who watched any news on TV, the mean number of news programs seen was 1.8.

For most demographic groups, TV news-watching follows the pattern of yesterday television viewing in general (see Table 1.5). Younger adults (ages 18-29) and those who were high school graduates were significantly less likely to have seen any TV news program yesterday. In contrast, those over age 55 both watched television more and saw a news program proportionately more often than did other groups. Those not employed also show higher levels of exposure to both television and TV news. Infrequent newspaper readers and people holding jobs are proportionately less likely to have seen a TV news show yesterday.

Unlike newspaper reading or radio news listening, news-viewing on TV peaks sharply at certain times during the broadcast day. The nationwide viewing audience is at its peak from 5:30-6:30 p.m. (local time), when 28 percent of American adults watched a local or national

---

[1] D. H. Stepp, "The Growth of Network News ... 32 Years of Snapshots," Nielsen Newscast, (No. 1, 1983), p.6.

Table 1.5

YESTERDAY TV AND TV NEWS-VIEWING
AMONG DEMOGRAPHIC GROUPS

	Watched TV (Net)	Watched TV News (Net)	Watched TV But Saw No News (Net)
All Adults	94%	67%	17%
By Age			
18-24	83	53	30
25-29	84	64	20
30-34	85	69	16
35-44	80	62	17
45-54	80	70	10
55-64	88	75	13
65+	89	80	10
By Education			
Not HS Grad	86	72	15
HS Grad	85	64	21
Some College	81	66	15
College Grad	83	69	14
By Income			
Less than $10,000	88	75	13
$10,000-$14,999	86	68	18
$15,000-24,999	87	67	20
$25,000-34,999	82	66	16
$35,000+	80	66	14
By Sex			
Male	84	68	16
Female	85	66	18
By Race			
White	84	67	17
Black	86	70	16
By Use of Newspapers			
Frequent Newspaper Readers	87	71	16
Infrequent Readers	81	61	20
Daily Paper Delivered	84	68	16
By Employment Status			
Employed	81	61	20
Not Employed	87	73	14
By Residence Size			
Non-Metro	84	66	17
50,000-249,999	86	67	19
250,000-999,999	81	62	19
1,000,000 and over	85	70	16
By Location			
Non-Metro	84	66	17
SMSA Suburbs	82	64	18
SMSA Central City	88	72	16
By Region			
Northeast	82	65	18
North Central	84	64	20
South	86	70	16
West	84	70	15

Question(s): "Did you watch any television during [each of three day parts]?"

(IF YES) "Did you see the news on television?"

news broadcast. The late-night (local) news shows had the second largest daily audiences, followed by the morning network news broadcasts and the noontime news (see Chart 2).

Two-fifths (41%) of American adults identified the program they watched yesterday as a network news program; 38 percent saw a local news program; and 4 percent saw a cable news broadcast yesterday (see Table 1.6). One-quarter (25%) of the national sample saw only a network news show, 22 percent saw only local news, and 16 percent saw both network and local news yesterday. This represents a shift in favor of network TV news-viewing since 1977, presumably reflecting the increase in "news breaks" and other network-originated, late-night news programming.[1]

Table 1.6
TYPES OF NEWS PROGRAMS SEEN YESTERDAY

	Total
Saw A News Program Yesterday	67%
Network (Net)	41
Network only	25
Network and local	16
Local (Net)	38
Local only	22
Local and network	16
Cable	4
Did Not See A News Program Yesterday	33%
Base: All Respondents	100%

Question: "What was the name of the newscaster and news program or channel you saw yesterday at (INSERT TIME)?"

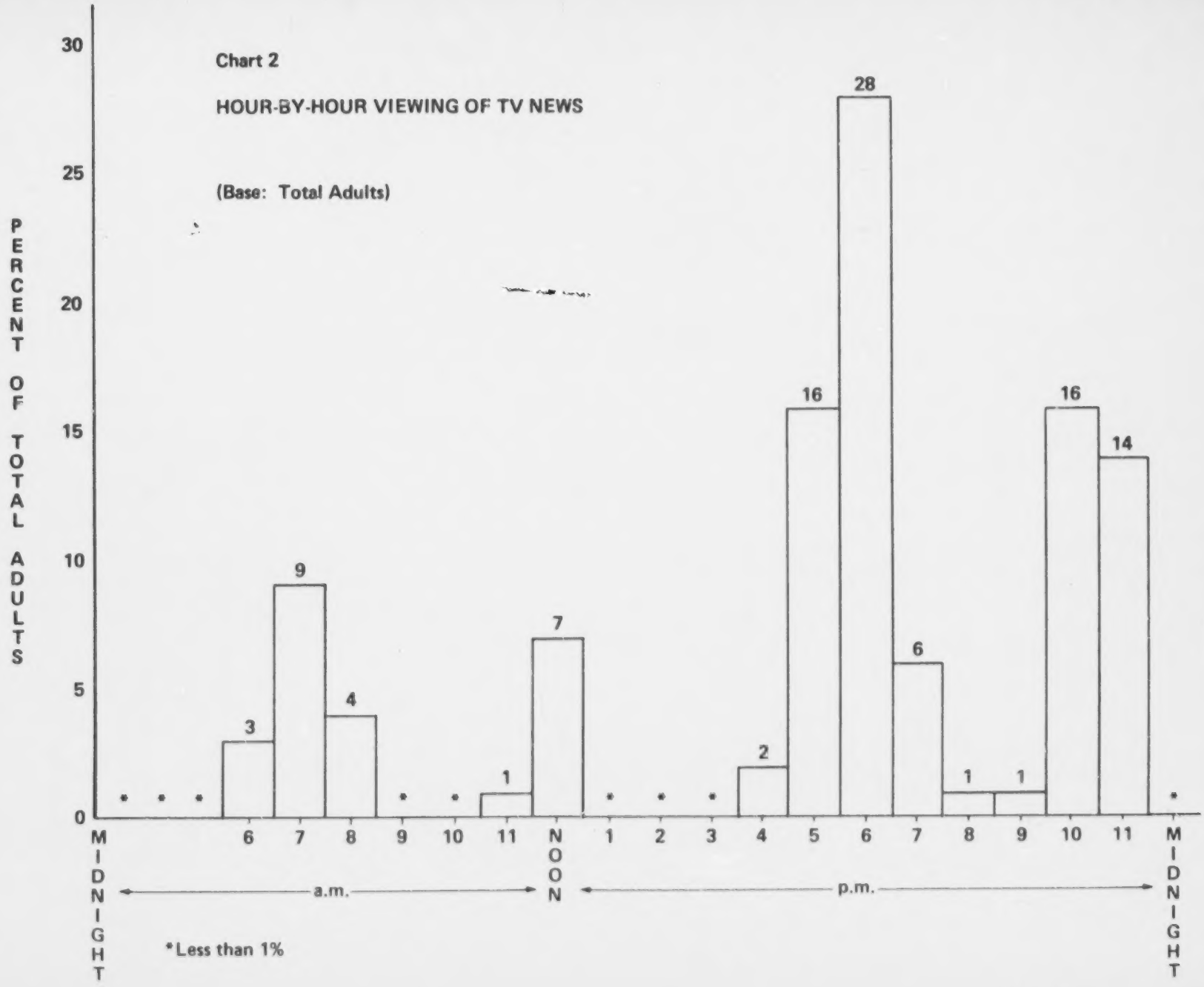
---

[1] See The Daily Diet of News (Newspaper Advertising Bureau, 1978), pp. 37-38.

Chart 2

HOUR-BY-HOUR VIEWING OF TV NEWS

(Base: Total Adults)



*Less than 1%

Active vs. Passive TV News-Viewing

Another important dissimilarity between watching TV news and reading a newspaper is the possibility of being exposed to a news program without having specifically tuned in to see it. Respondents who watched any TV news in each of the three day parts yesterday were asked if they tuned in specifically to watch that news program.[1] Their answers are presented in Table 1.7.

Three-fifths (62%) of all news programs were deliberately tuned in. However, one-fifth (21%) were seen because the respondent had been watching some lead-in program. For 17 percent of the news programs viewed, respondents were unable to distinguish between active and passive TV news-viewing.

Younger viewers (ages 18-29) were least likely to have chosen to view a news program; as shown earlier, they are also least likely to watch TV news at all. College graduates and those who are frequent newspaper readers were most likely to have sought out TV news programs, presumably reflecting their higher degree of interest in news across all media. Infrequent newspaper readers (who saw TV news less often) were also less likely to have sought out the news program(s) to which they were exposed.

---

[1] "During this part of the day, did you tune in specifically to watch the news, or did the news happen to come on while you were watching?"

Table 1.7

ACTIVE AND PASSIVE TV NEWS-VIEWING
AMONG DEMOGRAPHIC GROUPS
(Among Those Who Saw TV News During Any of Three Day Parts)

	Specifically Tuned In	Came On While Watching	Don't Know/ No Answer
Total News Programs (3 Day parts)	62%	21%	17%
By Age			
18-24	47	37	17
25-29	52	28	19
30-34	66	21	13
35-44	64	19	17
45-54	65	15	21
55-64	68	18	14
65+	66	18	16
By Education			
Not HS Grad	62	21	16
HS Grad	58	23	19
Some College	62	25	13
College Grad	69	15	16
By Sex			
Male	63	18	19
Female	61	24	15
By Use of Newspapers			
Frequent Newspaper Readers	64	19	17
Infrequent Readers	55	29	16
Daily Paper Delivered	66	20	15
By Region			
Northeast	64	15	22
North Central	62	23	16
South	58	25	18
West	67	20	13

Question: "During this part of the day, did you tune in specifically to watch the news, or did the news happen to come on while you were watching?"

Frequent newspaper readers also watched more TV news programs than did infrequent readers in all demographic categories (see Table 1.8). In general, these findings support Witt's conclusion that "newspaper readership and TV news viewership overlap to a substantial degree,"[1] particularly as frequent newspaper readers comprise more than three-fifths of all American adults.

Table 1.8

MEAN NUMBER OF TV NEWS PROGRAMS WATCHED
IN THREE DAY PARTS
BY FREQUENT AND INFREQUENT READERS

	Total	Frequent Readers	Infrequent Readers
All Adults	1.18	1.28	1.00
By Age			
Under 35	0.96	1.05	0.86
35 and older	1.33	1.40	1.17
By Education			
High school graduate or less	1.18	1.28	1.04
At least some college	1.17	1.27	0.94
By Income			
Under $25,000	1.28	1.41	1.12
$25,000 and over	1.10	1.16	0.96
By Sex			
Male	1.24	1.34	1.09
Female	1.11	1.23	0.93
By Race			
White	1.17	1.26	1.00
Black	1.28	1.52	1.09
Daily Paper Delivered	1.17	1.29	0.90
By Employment Status			
Employed	1.02	1.12	0.86
Not Employed	1.35	1.44	1.19

[1] Evans Witt, "Here, There And Everywhere: Where Americans Get Their News," Public Opinion, (August/September, 1983), p. 47. For an earlier statement, see The Daily Diet of News (Newspaper Advertising Bureau, 1978).

Thus, a disproportionate share of the audience for television news programs, especially the active segment, consists of frequent newspaper readers. Those in the TV news audience who do not read a daily newspaper frequently differ substantially from TV news-watchers who are frequent readers. The former segment of the TV news audience is typically younger, lower-income, and less-educated, whether measured by their yesterday TV news watching, by having specifically tuned in to a TV news program, or by the number of times they watched TV news.

Yesterday TV News-Viewing In Each of Three Day Parts

Demographic patterns of TV news-viewing in each of the three measured day parts--before the midday meal, after the midday meal until the evening meal, and after the evening meal until bedtime--generally followed the overall patterns of TV news-watching (see Table 1.9). Older (age 55+), lower-income (under $10,000) and non-high school graduates were more likely than other groups in our national sample to have watched TV news in each day part. The highest incidence of TV news watching was in the evening day part (50%), followed by the middle day part (24%), and then in the morning (21%).

As noted earlier, network news programs were seen slightly more often (41%) than were local news broadcasts (38%) during the course of an average weekday. Most of this margin comes from morning viewing, when 15 percent watched network news and only 6 percent saw a local news program (see Table 1.10). Surprisingly few watched both types on the average day in any day part. The sheer availability of locally-originated or network news programming is a prime determinant of how much news (and which type of program) is seen.

Table 1.9
INCIDENCE OF TV NEWS-VIEWING IN THREE DAY PARTS
AMONG DEMOGRAPHIC GROUPS

	Total (Net Across Day Parts)	Before Midday Meal (Net)	After Midday Meal To Evening Meal (Net)	After Evening Meal (Net)
All Adults	67%	21%	24%	50%
By Age				
18-24	53	12	20	35
25-29	64	15	22	45
30-34	69	24	19	51
35-44	62	16	19	46
45-54	70	27	26	50
55-64	75	26	28	63
65+	80	27	34	63
By Education				
Not HS Grad	72	27	29	52
HS Grad	64	19	23	48
Some College	66	18	22	49
College Grad	69	20	23	52
By Income				
Less than $10,000	75	29	29	53
$10,000-$14,999	68	20	33	52
$15,000-24,999	67	18	20	52
$25,000-34,999	66	20	22	51
$35,000+	66	20	23	45
By Sex				
Male	68	21	25	51
Female	66	21	24	48
By Race				
White	67	21	24	49
Black	70	21	26	53
By Use of Newspapers				
Frequent Newspaper Readers	71	22	25	54
Infrequent Readers	61	18	23	42
Daily Paper Delivered	68	23	25	50
Yesterday Newspaper Readers	72	22	26	54
By Employment Status				
Employed	61	17	20	45
Not Employed	73	25	29	55
By Location				
Non-Metro	66	24	26	48
SMSA Suburbs	64	19	22	48
SMSA Central City	72	20	26	53
By Residence Size				
Non-Metro	66	24	26	48
50,000-249,999	67	26	27	46
250,000-999,999	62	21	24	44
1,000,000 and over	70	16	22	55
By Region				
Northeast	65	15	14	54
North Central	64	20	23	47
South	70	24	30	48
West	70	22	27	51

Question: "Did you watch the news on television [in each of three day parts]?"

Table 1.10
TYPES OF NEWS PROGRAMS SEEN YESTERDAY
IN EACH OF THREE DAY PARTS

	Total (Net Across Day Parts)	Before Midday Meal (Net)	After Midday Meal to Evening Meal (Net)	After Evening Meal (Net)
Saw A News Program Yesterday	67%	21%	24%	50%
Network (Net)	41	15	13	29
Network Only	25	13	10	24
Network and Local	16	2	3	5
Local (Net)	38	6	12	28
Local Only	22	4	9	23
Network and Local	16	2	3	5
Cable	4	2	1	2
Did Not See A News Program Yesterday	33%	79%	76%	50%

Radio News Listening

Two-thirds (67%) of American adults reported they listened to the radio "yesterday." Of those who did, almost three-quarters (72%) heard news on the radio sometime during the day. Thus, 48 percent of all adults heard news on the radio on an average weekday during the two-week time period of the survey.

While the demographic variations in radio news listening are parallel to those for daily radio listening in most cases, there are some notable differences (see Table 1.11). Younger adults (ages 18-29) listened to the radio more, but among those who did, proportionately fewer recalled hearing news than did those over age 30. This presumably reflects the younger audience's greater interest in entertainment programming and is consistent with their lower levels of

Table 1.11

DAILY RADIO AND RADIO NEWS LISTENING
AMONG DEMOGRAPHIC GROUPS

	Listened to Radio	Heard News on Radio	Heard No News on Radio
All Adults	67%	48%	19%
By Age			
18-24	72	45	27
25-29	78	52	26
30-34	73	55	19
35-44	68	50	18
45-54	63	46	17
55-64	62	49	13
65+	53	41	12
By Education			
Not HS Grad	56	37	20
HS Grad	66	45	21
Some College	73	55	18
College Grad	76	61	15
By Income			
Less than $10,000	55	42	13
$10,000-$14,999	63	45	18
$15,000-$24,999	64	45	20
$25,000-$34,999	76	58	19
$35,000+	76	55	21
By Sex			
Male	70	51	19
Female	63	44	19
By Race			
White	67	48	19
Black	64	43	21
By Use of Newspapers			
Frequent Newspaper Readers	69	52	17
Infrequent Readers	68	45	23
Daily Paper Delivered	67	49	19
By Employment Status			
Employed	74	54	20
Not Employed	59	41	18
By Residence Size			
Non-Metro	62	47	15
50,000-249,999	68	54	14
250,000-999,999	67	42	25
1,000,000 and over	69	49	20
By Region			
Northeast	73	55	18
North Central	70	51	19
South	63	43	20
West	61	42	19

Question(s): "Did you happen to listen to the radio at any time yesterday?"

(IF YES) "Did you listen to any news on the radio at any time yesterday?"

consumption of news in other media as well. Those over age 55 listened to the radio less often, but among those who did, almost four-fifths heard a news broadcast during the day. The better-educated segments listened more to the radio, and a higher proportion of them heard news bulletins or other broadcasts than did others.

Although the more affluent listened to the radio more and were also more likely to have heard some news, the proportion of radio listeners who heard news is actually highest among those in the under-$10,000 income group. Whites and blacks listen to the radio to nearly the same degree, but the former are slightly more likely to have heard a radio news program. Men listen to the radio more than women do, but equal proportions of radio listeners heard the news yesterday. Frequent and infrequent newspaper readers and subscribers are all equally likely to have listened to the radio yesterday, but infrequent newspaper readers show the lowest level of radio news listening.

Listening mainly to an "all-news" radio stations is another indicator of a strong orientation to news and to keeping oneself well informed. The same demographic segments that listen proportionately more often to radio news also tune in most often to all-news stations: older adults (age 55+), those earning over $25,000, college graduates, and those who are frequent newspaper readers. Although fewer blacks than whites listen to radio news overall, blacks are proportionately somewhat more likely to listen to all-news stations. Geographically, residents of large central cities in the Northeast, where such listening opportunities are widely available, are most likely to prefer all-news radio stations.

Multi-Media Exposure To News

Across all media, 91 percent of American adults were exposed to some news in the mass media "yesterday." The combined patterns of media exposure are shown in Table 1.12.

Table 1.12
YESTERDAY NEWS EXPOSURE
1982 AND 1977

	1982	1977
Total Adults Exposed To News Yesterday	91%	92%
Newspaper - TV - Radio	25	25
Newspaper - TV	23	20
Newspaper - Radio	8	12
TV - Radio	9	7
Newspapers Only	11	12
TV Only	10	10
Radio Only	5	6
Not Exposed to News	9	8
Total Adults	100%	100%
Newspaper (Net)	67%	69%
TV (Net)	67%	62%
Radio (Net)	48%	49%

The pattern showing exposure to news across all three media was the one containing the highest proportion of adults (25%); the second most prevalent pattern was combined exposure to newspapers and TV news (23%).

The overall patterning of daily news media exposure has changed remarkably little since 1977, when a comparable study of news audiences was conducted by Audits & Surveys, Inc.[1] Although daily TV news-

[1]See The Daily Diet of News (Newspaper Advertising Bureau, 1978), pp.56-59.

viewing has increased since then, the use of multiple sources of news continues to be the predominant pattern among American adults.

Combined (or separate) use of newspapers and television varies somewhat among different demographic groups (see Table 1.13). College graduates, people earning more than $25,000, and those living in the Northeast region are more likely to have read a daily newspaper and less likely to have seen TV news yesterday than American adults in general. People over age 45 are most likely to have been exposed to both newspapers and TV news. By way of contrast, those who rely upon TV news exclusively are younger, less well-educated, and earn lower incomes.

Among infrequent daily newspaper readers, 29 percent neither read the paper nor watched any TV news yesterday. These are the most passive or uninterested segment of all when it comes to seeking out the news: 19 percent were not exposed to any news yesterday and 9 percent heard only radio news. The corresponding figures for all adults are only 9 percent and 5 percent, respectively.

Table 1.13
DAILY NEWSPAPER/TELEVISION NEWS EXPOSURE YESTERDAY
AMONG DEMOGRAPHIC GROUPS

	Both Daily Newspapers And TV News	Daily Newspapers But Not TV News	TV News But Not Daily Newspapers	Neither[1]
All Adults	48%	19%	19%	14%
By Age				
18-24	32	22	21	25
25-29	39	18	25	19
30-34	49	17	20	14
35-44	43	22	20	16
45-54	54	19	16	11
55-64	60	18	16	7
65+	62	15	17	6
By Education				
Not HS Grad	45	13	27	15
HS Grad	45	21	19	15
Some College	48	19	18	15
College Grad	57	22	12	9
By Income				
Less than $10,000	43	10	32	15
$10,000-$14,999	49	16	20	16
$15,000-$24,999	47	20	20	13
$25,000-$34,999	52	22	15	12
$35,000+	54	24	13	10
By Use of Newspapers				
Frequent Newspaper Readers	68	26	3	3
Infrequent Newspaper Readers	20	10	41	29
By Region				
Northeast	52	26	13	9
North Central	45	20	19	17
South	48	18	22	13
West	48	12	22	19

[1] Includes those who only listened to radio news yesterday (5%).

SECTION TWO - GENERAL PATTERNS OF NEWSPAPER READERSHIP

Stable patterns of readership among those surveyed in this study were defined by a series of questions on yesterday, past-week (daily and Sunday), and "once in a while" readership. The answers to these questions yielded three groups: yesterday (average day) readers (67%), yesterday non-readers (23%), and newspaper non-readers (10%). This last group claimed not to read a daily or Sunday paper even "once in a while." (Additional details on these groups are shown in the Appendix and in Table 2.4, below.)

Interviewing was conducted among groups of equal size on Tuesdays through Saturdays. These equal-day quotas were established to avoid any biasing effect of the day of the interview on average daily newspaper readership figures. Day-by-day readership varies little around the overall norm; the number of daily papers read each day also varies only slightly (see Table 2.1).

Table 2.1

NUMBER OF DAILY NEWSPAPERS READ BY DAY OF WEEK

	Monday	Tuesday	Wednesday	Thursday	Friday
Read A Daily Newspaper [1]	68%	69%	71%	70%	70%
One	52	54	56	54	54
Two or more	12	13	13	13	13
Don't know/No answer	4	3	3	3	3
Did Not Read A Daily Newspaper	32	31	29	30	30

[1] The proportions who read a newspaper average 70 percent in this table (rather than 67 percent average daily readership) because of the day-of-interview bases used to classify respondents.

Household Readership vs. Adult Readership

Another measure of daily newspaper coverage is household readership, that is, the proportion of households in which at least one adult read a daily newspaper yesterday. If a respondent read a daily newspaper yesterday, his or her household also qualified on yesterday readership. But some other adult in the household might have read the paper even if the primary respondent had not. Thus, average household readership will comprise a higher percentage among respondents than average adult readership, depending upon the size of the household.

To establish household readership levels, it would be convenient to use the respondent as a source of information. But how accurate are people's reports on reading by other household members? To test their accuracy, a supplementary sample was drawn to determine how each respondent's recall of other household members' newspaper readership yesterday matched the latter's recollected reading. In each primary sampling unit, one household was selected in which all other adults in the home were interviewed. These household members were asked if they had read a daily newspaper yesterday, and their responses were compared with the information about them supplied by the primary respondents.

There were 152 unambiguous matchings of primary respondent and other adults' reports on the reading of a daily newspaper yesterday. Five out of six (83%) of these matchings were identical. The remainder (17%) could have resulted in either an underclaim or an overclaim of household readership. In fact, underclaiming of reading (by the respondent) was slightly more prevalent. Thus, reported household coverage estimates using this method are, if anything, conservative (see Table 2.2).

Table 2.2

ACCURACY OF PRIMARY RESPONDENTS' REPORTS OF OTHER ADULTS' YESTERDAY READERSHIP OF A DAILY NEWSPAPER

	Total
Base: Primary Respondents' Estimate Matched with Adults' Responses.	(152)
Correct Match (Net)	83%
Primary Respondent Said...	
Other Adult(s) Read	69
Other Adult(s) Did Not Read	14
Incorrect Match (Net)	17%
Primary Respondent Said...	
Other Adult(s) Read (Overclaim)	7
Other Adult(s) Did Not Read (Underclaim)	10

Three-fourths (75%) of all American households contain at least one adult who was a yesterday newspaper reader (see Table 2.3). Adult and household readership show similar demographic patterns. Note that the increases in household readership over individual adult readership among the two youngest age groups exceed the increases in the two lowest income and education segments.

The 75 percent figure for household adult readership actually is conservative in two ways. First, as noted, underclaims of other adult readership in the home exceed the overclaims. Second, newspaper non-readers were not asked if any other household member read the newspaper yesterday. It is reasonable to assume that a small proportion of such respondents (who represented 10 percent of all adults) live in homes with at least one adult reader.

Another way of documenting the uses of the daily paper in the household would be to extend the design of readership surveys to include all adult members in sampled households. The resulting data would show the multiplicity of uses the paper has as it moves from hand

Table 2.3

INDIVIDUAL AND HOUSEHOLD ADULT READERSHIP
AMONG DEMOGRAPHIC GROUPS

	Household (Adult) Readership (Net)	Individual Adult Readership
All Adults	75%	67%
By Age		
18-24	65	54
25-29	64	56
30-34	75	66
35-44	78	65
45-54	80	73
55-64	82	78
65+	79	77
By Education		
Not HS Grad	65	58
HS Grad	75	66
Some College	77	67
College Grad	85	79
By Income		
Less than $10,000	55	53
$10,000-$14,999	71	64
$15,000-$24,999	75	67
$25,000-$34,999	85	74
$35,000+	88	77
By Sex		
Male	75	68
Female	75	66
By Race		
White	77	69
Black	64	56
By Residence Size		
Non-Metro	76	68
50,000-249,999	74	65
250,000-999,999	80	73
1,000,000 and over	71	64
By Region		
Northeast	86	78
North Central	73	64
South	74	66
West	66	60

Questions: (Yesterday Readers) "Counting yourself, to the best of your knowledge, how many adults in your household, who are 18 years of age or older, looked through any daily newspaper yesterday?"

(Yesterday Non-Readers) "From what you've told me, you didn't get to read a newspaper yesterday, but what about others in your household? To the best of your knowledge, how many adults in your household--those 18 years of age or older--read or looked at a daily newspaper yesterday?"

to hand in the home. Future readership studies, especially in individual markets, might well consider the use of this household-based technique.

Frequent And Infrequent Readers

Frequent newspaper readers are generally defined as adults who read the paper four or all five days during the past five weekdays; infrequent readers read one on three or fewer days (including none).[1]

Older people (age 45+), college graduates, upper-income ($25,000-plus) respondents, and residents of the Northeast region are all more likely to be frequent newspaper readers (see Table 2.4). Broader social involvement in the community also plays a role in newspaper readership frequency: those who are married, have lived in their city or town for at least five years, or who own their homes are much more likely to be frequent newspaper readers. These are, as expected, also strong demographic correlates of average daily readership.

Three-fourths (76%) of frequent readers but only one-third (34%) of infrequent readers get home delivery of a daily newspaper. Thus, subscribing and reading are closely-linked elements of the overall daily newspaper habit. As this and other studies suggest, therefore, it is the infrequent reader who represents the most likely source of gains in subscription sales.

---

[1]See a 1977 Audits & Surveys Inc. study conducted for the Newspaper Advertising Bureau and reported in Identifying Prospects for the Newspaper: Frequent Readers, Infrequent Readers And Nonreaders, (Newspaper Advertising Bureau, 1978)

Table 2.4
FREQUENT, INFREQUENT AND NON-READERS
AMONG DEMOGRAPHIC GROUPS

	Frequent[1] Readers	Infrequent[2] Readers	Non-Readers
All Adults	62%	28%	10%
By Age			
18-24	46	41	13
25-29	50	38	12
30-34	64	27	10
35-44	61	32	7
45-54	67	22	11
55-64	76	17	7
65+	74	15	11
By Education			
Not HS Grad	52	29	19
HS Grad	62	29	9
Some College	64	29	7
College Grad	74	21	5
By Income			
Less than $10,000	46	36	18
$10,000-$14,999	59	30	12
$15,000-$24,999	61	29	10
$25,000-$34,999	70	24	6
$35,000+	74	23	3
By Sex			
Male	63	25	12
Female	61	30	9
By Race			
White	65	27	9
Black	44	36	19
By Home Ownership			
Own	69	24	7
Rent	46	37	17
By Marital Status			
Married	66	26	8
Divorced/Separated/Widowed	60	27	13
Single	52	35	13
By Years At Location			
Five or more	66	25	9
Four or less	48	38	13
By Residence			
Non-Metro	61	30	9
50,000-249,999	62	32	7
250,000-999,999	71	23	7
1,000,000 and over	59	28	14
By Region			
Northeast	74	20	6
North Central	63	29	8
South	58	31	11
West	54	30	16

[1]Read 4/5 days out of preceding five weekdays

[2]Read three days or less (including none) in past week, but reads a daily or a Sunday newspaper at least once in a while.

Questions: "Other than yesterday, which you've already told me about, I'd like you to tell me whether you, yourself, have read or looked at any daily newspapers within the past seven days."

(IF NO)
"Even though you haven't read a daily newspaper in the past 7 days, do you get to read or look at a daily or Sunday newspaper at least once in a while?"

Newspaper non-readers are defined here as adults who have not read any daily newspaper within the past seven days and who say they do not read a daily or a Sunday paper "even once in a while." They show the reverse demographic profiles of the frequent readers: non-readers are more often young, black, less educated, have incomes below $10,000, rent their homes, are not married, and live in big cities or in the West. These attributes suggest that those who do without a daily paper are living under a variety of severe economic and social pressures that leave little room for reading or general information-gathering activities in their lives.

Sunday Newspaper Readership

Readership and home delivery of Sunday/weekend newspapers closely mirror the demographic patterns for both yesterday and frequent newspaper readership of dailies (see Table 2.5).[1]

Older (age 45+), better-educated, upper-income ($25,000-plus) and white respondents were all more likely to be frequent Sunday paper readers and to get home delivery of the Sunday newspaper. People in the 30-34 age bracket are also frequent Sunday readers, but tend to buy single copies relatively more often than to subscribe. Residents of non-metropolitan areas are least likely to be frequent Sunday paper readers or subscribers. Although residents of central cities and of the suburbs read the Sunday/weekend edition with equally high frequency, suburban residents subscribe much more often. Residents of

---

[1]Questions on Sunday newspaper readership and home delivery were asked only of yesterday readers and yesterday non-readers of dailies. Those who said they never read a daily or Sunday paper are thus excluded from the analysis.

Table 2.5

SUNDAY NEWSPAPER READERSHIP AND HOME DELIVERY
AMONG DEMOGRAPHIC GROUPS

	Read Sunday Newspaper		
	Frequent: 3 or more times per month	Infrequent: 2 or fewer times per month	Home Delivery of Sunday Newspaper
All Newspaper Readers	71%	29%	60%
By Age			
18-24	56	44	48
25-29	62	38	52
30-34	77	22	55
35-44	72	28	61
45-54	78	22	74
55-54	79	21	63
65+	76	23	65
By Education			
Not HS Grad	65	35	52
HS Grad	67	33	56
Some College	74	26	66
College Grad	81	19	68
By Income			
Less than $10,000	59	41	40
$10,000-$14,999	65	35	56
$15,000-$24,999	70	30	59
$25,000-$34,999	78	22	65
$35,000+	80	20	74
By Sex			
Male	72	27	61
Female	70	30	58
By Race			
White	72	28	61
Black	63	36	49
By Use Of Newspapers			
Frequent Newspaper Readers	80	20	67
Infrequent Readers	50	49	43
Daily Paper Delivered	79	21	81
By Home Ownership			
Own	74	26	67
Rent	64	36	38
By Residency			
5 or more years	73	27	62
4 or fewer years	62	38	49
By Location			
Non-Metro	54	45	45
SMSA Suburbs	78	22	72
SMSA Central City	76	24	55
By Marital Status			
Married	72	27	64
Divorced/Separated/Widowed	75	25	53
Single	62	38	50
By Region			
Northeast	74	26	53
North Central	66	34	55
South	75	25	66
West	67	33	62

Questions: "What about Sunday or weekend editions? Do you or your family get home delivery of a Sunday or weekend edition of a newspaper?"

"On how many of the last four weekends, if any, did you read or look at a Sunday or weekend edition of a newspaper?"

the Northeast and South also tend to be frequent Sunday newspaper readers. Social involvement also plays a role in Sunday newspaper readership and subscription: married respondents, those who have lived in their community for at least five years, or who own their own home are much more likely to be frequent Sunday readers and to have a Sunday paper delivered to their home.

As expected, daily newspaper readership and subscription are closely linked with the use of the Sunday paper. Frequent daily newspaper readers are more likely than infrequent readers to have read at least three copies of the Sunday paper in the past four weeks and to subscribe to one. In addition, four out of five (81%) respondents who get daily home delivery also get Sunday delivery. Another view of daily and Sunday home delivery is shown in Table 2.6. Of all those who read a daily with any frequency, 51 percent subscribe to both the daily and the Sunday paper, 28 percent subscribe to neither, 12 percent subscribe to the daily paper only, and 9 percent subscribe to the Sunday paper only.

Table 2.6

HOME DELIVERY OF DAILY AND SUNDAY NEWSPAPER
(Based on Yesterday Readers and Yesterday Non-Readers)

		Daily Newspaper Home Delivered		
		Yes	No	Total
Get Sunday Newspaper Home Delivery	Yes	51%	9%	60%
	No	12%	28%	40%
	Total	63%	37%	100%

Weekly Newspapers and Shoppers

One-third (35%) of American adults read a paid weekly newspaper and 41 percent read or looked at a free shopper in the past week (see Table 2.7). Except for location and region, there are few substantial demographic differences among readers of a paid weekly or shopper. Weekly newspapers are read most often in non-metropolitan areas, and readership is correspondingly lower in suburban and central city areas. In contrast to this, recalled exposure to shoppers reaches a maximum among residents of central cities. Past-week readership of both weekly newspapers and shoppers is highest in the North Central region. These readership patterns are, of course, strongly affected by the availability of the two types of non-dailies in various types of markets across the country.

Comparing the readership of paid weeklies and shoppers with yesterday newspaper readership shows that exposure is much greater for daily newspapers, particularly among upscale respondents, than for either of these alternatives. If data on cumulative weekly exposure to any daily or Sunday paper were juxtaposed with these findings, the advantage held by daily papers over non-dailies would show up even more strongly, inasmuch as 90 percent of all adults read at least one copy of a daily or Sunday newspaper on a weekly basis.

Table 2.7
DAILY, WEEKLY AND FREE PAPER READERSHIP
AMONG DEMOGRAPHIC GROUPS

	Read Daily Newspaper Yesterday	Read Past 7 Days	
		Paid Weekly	Free Paper
All Adults	67%	35%	41%
By Age			
18-24	54	35	37
25-29	56	31	42
30-34	66	37	50
35-44	65	40	43
45-54	73	33	40
55-64	78	34	39
55+	77	37	40
By Education			
Not HS Grad	58	34	38
HS Grad	66	36	42
Some College	67	36	42
College Grad	79	37	42
By Income			
Less than $10,000	53	40	41
$10,000-$14,999	64	34	49
$15,000-$24,999	67	39	42
$25,000-$34,999	74	38	48
$35,000+	77	37	38
By Sex			
Male	68	34	38
Female	66	37	44
By Race			
White	69	36	41
Black	56	39	42
By Use of Newspapers			
Frequent Newspaper Readers	94	36	42
Infrequent Readers	30	34	39
Daily Paper Delivered	87	37	41
By Employment Status			
Employed	65	37	43
Not Employed	69	34	39
By Location			
Non-Metro	68	45	35
SMSA Suburbs	67	35	39
SMSA Central City	65	28	48
By Residence Size			
Non-Metro	68	45	35
50,000-249,999	65	28	52
250,000-999,999	73	26	28
1,000,000 and over	64	37	48
By Region			
Northeast	78	31	41
North Central	64	45	48
South	66	34	34
West	60	31	44

Questions (Version A): "Are there any weekly newspapers published locally that you have read or looked at in the last 7 days? Please count only those weekly newspapers that you have to pay for."

"And how about papers that are delivered to you free of charge, such as free weeklies, penny-savers or shoppers? Are any of these delivered regularly to your home/apartment house? Don't include circulars or flyers with ads from only one store, like a supermarket or discount store."

"Are there any other free papers you can pick up in stores or elsewhere in your area [that you have read in the past 7 days]?"

Language Groups and Frequent Reading

More than five-sixths (85%) of the national sample only speak English at home. Of those who speak some other language in their homes, Spanish is the one mentioned most often, by 6 percent.

Spanish-speaking adults are more likely to be younger, lower-income, less educated, and residents of central cities with 1 million-plus population. Each of these demographic characteristics is associated with lower newspaper readership, and in fact the Spanish-speaking segment has a higher proportion of infrequent readers than do English- or other foreign-language speakers.

In order to separate the effect of speaking Spanish from the effects of other demographic correlates, indicators of newspaper involvement were run separately for English-, Spanish- and other foreign-language speakers. Spanish-speaking adults show the lowest proportion of frequent daily newspaper readership among the three language groups analyzed (see Table 2.8). Demographic correlates of frequent newspaper reading tend to differ somewhat for the three language groups. As is true of English-speaking readers, frequent newspaper reading is consistently higher among older, better-educated and upper-income Spanish-speaking adults. However, within these subgroups the incidence of frequent reading is consistently higher among English- than among Spanish-speaking adults. And, though the number of cases is small, frequent daily readership among speakers of other foreign languages is unusual in that the less-educated, lower-income and unmarried respondents are more likely to be frequent readers.

Table 2.8

FREQUENT NEWSPAPER READERSHIP BY PRIMARY LANGUAGE USED AT HOME

	English	Spanish	Other Foreign
Proportion Frequent Readers	70%	53%	71%
By Age			
Under 35	59	40	67
35 and over	77	66	75
By Education			
High School Graduate or Less	67	49	79
Some College or More	74	65	62
By Income			
Under $25,000	63	50	79
$25,000 or More	77	60	61
By Sex			
Male	71	59	80
Female	69	47	64
By Marital Status			
Married	73	52	66
Not married	63	54	76

Question: "Is some other language besides English used in your home, by you and others living here?" (IF YES) "What language is that?"

News Exposure Via Print Media

Newspapers are the most prominent of several print media regularly offering news reports, analyses, personal guidance, or entertainment features. Let us look at some others--news magazines, other magazines, and books--and their relationship to newspaper reading.

The demographic profiles of other print media users are similar in some respects to those of yesterday newspaper readers (see Table 2.9). College graduates and upper-income respondents are the most likely of all groups to read news magazines, other magazines, or to be currently reading a book. Although women do not differ appreciably from men in

Table 2.9
USE OF OTHER PRINT MEDIA AMONG DEMOGRAPHIC GROUPS

Yesterday Readers And Non-Readers	Regularly Read News Magazine	Regularly Read Other Magazine	Currently Reading A Book	
			Total	Non-Fiction
	18%	67%	37%	15%
By Age				
18-24	13	61	30	14
25-29	18	69	36	19
30-34	17	74	49	18
35-44	18	72	45	18
45-54	21	68	33	13
55-64	19	70	33	17
65+	19	60	32	10
By Education				
Not HS Grad	8	51	21	6
HS Grad	12	68	28	12
Some College	22	74	50	20
College Grad	37	78	58	28
By Income				
Less than $10,000	9	56	33	11
$10,000-$14,999	11	63	27	10
$15,000-24,999	15	69	31	11
$25,000-34,999	17	76	41	20
$35,000+	35	82	55	26
By Sex				
Male	21	66	30	15
Female	16	69	42	15
By Use of Newspapers				
Frequent Newspaper Readers	22	70	39	15
Infrequent Readers	10	62	32	16
By Region				
Northeast	21	64	39	16
North Central	20	73	39	18
South	14	62	32	10
West	18	72	40	18

Questions: "Here's a list of news magazines. Which ones, if any, have you ever looked at? Would you say you read or look at (MAGAZINE) regularly, occasionally, or hardly ever? Aside from news magazines, are there any other magazines you regularly read or look at?

"Do you happen to be reading any books currently?" [IF YES: Is it fiction or non-fiction?"]

newspaper reading and are less likely to read news magazines, they are better readers of books, especially works of fiction. Yesterday readership of newspapers typically increases steadily with age. This is not the case for readership of other print media. Income and education are strongly correlated with print media use in general.

As expected, consumers of other print media, except for non-fiction books, are more likely to be frequent newspaper readers too. Although frequent newspaper readers account for 69 percent of all yesterday readers and non-readers, they constitute 82 percent of all regular news magazine readers and 78 percent of those currently reading a fiction book (see Table 2.10).

Table 2.10

PROPORTION OF FREQUENT NEWSPAPER READERS
AMONG OTHER PRINT MEDIA USERS

	Frequent Readers
All Newspaper Readers	69%
Regularly Read A Newsweekly	82%
Regularly Read Other Magazines	71%
Currently Reading A Book	73%
Fiction	78%
Non-Fiction	68%

In addition, people who are both frequent newspaper readers and regular readers of at least one news magazine are also most likely to have watched TV news yesterday (see Table 2.11). Three-quarters (77%) of this group watched TV news yesterday. Those who are frequent newspaper readers but not regular news magazine readers were also

Table 2.11

NEWS MEDIA EXPOSURE BY FREQUENT READERSHIP
AND REGULAR READING OF NEWS MAGAZINES

	Is a Frequent Newspaper Reader Regularly Read News Magazines			
Exposure to Daily Newspaper & TV News Yesterday	Does Both	Newspaper Only	News Magazines Only	Does Neither
Neither	3%	3%	30%	29%
Newspaper only	21	27	5	11
TV News only	3	3	42	41
Both	74	67	23	20

above-average (70%) watchers of TV news. By way of contrast, 35-40 percent of those who were the least print-oriented did not see any TV news. Thus, as other studies have shown, the print and broadcast news media typically play complementary roles for all but those who are least inclined to use the daily paper on a regular basis--or to read newsweeklies.

In a related vein, those with the strongest orientation to the print news media show the greatest desire for the additional details on big news stories that newspapers provide. By way of contrast, those with the weakest involvement with the print news media (who are neither frequent newspaper readers nor regular news magazine readers) prove to be the most satisfied of any group solely with the coverage provided by TV news on big news stories (see Table 2.12).

Table 2.12

PREFER TV NEWS VS. NEWSPAPER COVERAGE OF BIG STORIES
BY ORIENTATION TO PRINT NEWS MEDIA

	Is a Frequent Newspaper Reader Regularly Reads News Magazines			
Preference for TV News vs. Newspaper Coverage	Does Both	Newspaper Only	News Magazines Only	Does Neither
Get Enough Details From TV News	11%	20%	26%	46%
Want Additional Details From Newspapers	72	64	64	36
Can't choose; both valuable	17	16	10	18
	100%	100%	100%	100%

Question: "Some people feel that, generally, you can find out all you want to know about big news stories from TV news programs. Others generally want the additional details that newspapers give you on a big story. Which best describes the way you feel?"

SECTION THREE - INVOLVEMENT WITH THE NEWSPAPER

Number of Newspapers Read and Number of Times Read

As we have seen, two-thirds of all adults read a daily newspaper yesterday; 14 percent read more than one daily. In all, one-fifth (21%) of all yesterday readers looked at more than one daily newspaper (see Table 3.1). Not only can people read more than one paper, they can also pick up and read a daily paper more than once during the day. Yesterday readers picked up and looked at a paper an average of 1.8 times per day. Of course, people who read two-plus papers yesterday picked up the papers more times than did readers of a single paper. Men, those with some college education, or who earn more than $15,000 per year, or who are frequent readers, or employed all read a newspaper at more times during the course of the day than others did (see Table 3.2).

Table 3.1
NUMBER OF DAILY NEWSPAPERS READ YESTERDAY

	Total Adults	Total Yesterday Readers
Read A Daily Newspaper Yesterday	67%	100%
One	53	79
Two or more	14	21
Two	13	19
Three or more	1	2
Did Not Read A Daily Newspaper Yesterday	33	--
	100%	100%

Question: "As a double check, am I right in saying that you read or looked at (INSERT NUMBER) different newspapers yesterday?"

Table 3.2

AVERAGE NUMBER OF TIMES DAILY NEWSPAPER READ
BY NUMBER OF PAPERS READ YESTERDAY

	Total	Number of Daily Papers Read	
		One	Two or more
Total Yesterday Readers	1.8	1.5	3.0
By Age			
18-24	1.8	1.5	2.9
25-29	1.8	1.5	3.4
30-34	1.7	1.5	2.7
35-44	1.8	1.6	3.1
45-54	1.8	1.5	2.9
55-64	1.9	1.6	3.0
65+	1.8	1.6	3.0
By Education			
Not HS Grad	1.7	1.4	3.1
HS Grad	1.7	1.5	2.9
Some College	1.9	1.6	3.0
College Grad	2.0	1.6	3.0
By Income			
Less than $10,000	1.7	1.4	3.2
$10,000-$14,999	1.7	1.5	2.8
$15,000-24,999	1.9	1.7	3.0
$25,000-34,999	1.8	1.6	3.0
$35,000+	1.9	1.5	3.1
By Sex			
Male	2.0	1.6	3.1
Female	1.6	1.5	2.8
By Race			
White	1.8	1.5	3.0
Black	1.9	1.5	3.5
By Use of Newspapers			
Frequent Newspaper Readers	1.9	1.6	3.0
Infrequent Readers	1.4	1.3	2.3
Daily Paper Delivered	1.9	1.6	3.0
By Employment Status			
Employed	1.9	1.5	3.2
Not Employed	1.7	1.5	2.7

Time Spent With Newspapers

How much time do American adults spend reading their newspapers? Typically, readers spend an average of 44 minutes with their paper(s) (see Table 3.3). Those who read more than one newspaper naturally spend more time reading (63 minutes on average) than those reading only one (39 minutes). The average time spent with the newspaper peaks among those age 65 or older. The time spent with daily papers can be a misleading indicator of reader involvement. It is affected by reading skills, by the size of the paper,[1] and by factors other than intrinsic interest in editorial and advertising content. Nevertheless from these data it is clear that, for two-thirds of American adults, a substantial portion of the day is devoted to reading or scanning the newspaper's varied fare.

Editorial Content Preferences

Which of the two main types of editorial content--news or features--do readers prefer? Do newspaper readers look forward more to the news items than to the features? This issue was addressed in contrasting ways in the two versions (A and B) of the survey questionnaire. The two questions used and readers' responses are shown in Table 3.4.

In version A, yesterday readers and non-readers were asked about the newspaper they read most often; in version B, they were asked to choose between two hypothetical newspapers, one with mostly news and another with mostly features and a summary of news.

---

[1] For evidence from this survey on this point, see Meeting Readers' Multiple Needs (Newspaper Advertising Bureau, 1984), pp. 18-19.

Table 3.3
MEAN TIME SPENT READING NEWSPAPER YESTERDAY
BY NUMBER READ, AMONG DEMOGRAPHIC GROUPS
(In Minutes)

		Number of Daily Papers Read	
	Total	One	Two or More
Total Yesterday Readers	44 min.	39 min.	63 min.
By Age			
18-24	36	29	60
25-29	44	39	66
30-34	38	35	58
35-44	38	35	52
45-54	45	41	57
55-64	46	42	59
65+	56	49	82
By Education			
Not HS Grad	45	40	70
HS Grad	42	38	60
Some College	44	38	63
College Grad	48	42	61
By Income			
Less than $10,000	43	40	55
$10,000-$14,999	46	43	60
$15,000-24,999	43	41	58
$25,000-34,999	39	34	58
$35,000+	46	39	65
By Sex			
Male	47	43	60
Female	41	36	66
By Race			
White	43	38	62
Black	50	46	66
By Use of Newspapers			
Frequent Newspaper Readers	45	40	62
Infrequent Readers	38	33	77
Daily Paper Delivered	44	40	63
Morning paper	47	43	63
Afternoon paper	41	36	62
By Employment Status			
Employed	40	36	58
Not Employed	48	43	69

Question: "All in all, counting every time you picked up a daily newspaper yesterday to read something, about how much time did you spend reading or looking through [it/them]?"

Table 3.4

READERS' PREFERENCE FOR NEWS VS. FEATURES

	Total
Version A	
Look Forward More to Regular Features	40%
Much more	16
Somewhat more	24
Look Forward More To News Items	59%
Much more	27
Somewhat more	32
Base: Yesterday Readers And Non-Readers	100%
Version B	
Want mostly news	49%
Want mostly features	20
Want a balance of both (VOLUNTEERED)	26
Can't choose between the two/Don't know	5
Base: Yesterday Readers And Non-Readers	100%

Questions

(Version A): "As you know, most newspaper readers look through both the news items and also some of the regular features --such as columnists, editorials, comics, reviews of movies and books, and other features. Which one of these statements comes closest to describing your own feelings?"

Look forward much more to reading the regular features
Look forward somewhat more to reading the regular features
Look forward somewhat more to reading the news items
Look forward much more to reading the news items

(Version B): "Suppose that there were two newspapers around here: one that was mostly news with some features, and the other that was mostly entertaining features with a summary of news. Which newspaper would you personally prefer?"

Want mostly news
Want mostly features
Want a balance of both (VOLUNTEERED)
Can't choose between the two

The overall preference for news (vs. features) is fairly consistently shown by readers in their responses on both indicators of content preference. Three-fifths (59%) of readers look forward more to news items in the newspaper they read most often. And, among those who expressed a clear preference as between news and features in a hypothetical paper, 49 percent preferred news vs. 20 percent who preferred features. But a significant proportion stated that they wanted "a balance" or wouldn't choose between the two, which suggests that it is actually the variety of offerings that they value most in their daily paper.

Three other indicators of readers' reliance on their daily paper as a valuable source of news and information can be noted. For example, 69 percent agree that "on most days, there are things in the paper that are very important to me," 77 percent feel "the daily newspaper gives me most of the information I want about the things that really matter to me," and 57 percent prefer the "additional details" they get from newspapers on big stories to TV news coverage (see Table 3.5).

Expecting to find very important things in the newspaper is highest among college graduates and those with incomes of $35,000-plus, subgroups who are all multiple-news-source users. As we saw earlier, college graduates and upper-income adults are also most likely to read a news weekly or other magazines regularly. Above-average proportions of these groups prefer newspapers to TV news coverage of big stories. Finally, frequent newspaper readers show themselves to be significantly more enthusiastic about their newspaper's content offerings in answering each of these three evaluative questions.

Table 3.5
THREE EVALUATIONS OF NEWSPAPERS AS A SOURCE
OF INFORMATION AMONG DEMOGRAPHIC GROUPS

	Paper Has Things Very Important To Me	Paper Gives Information That Matters to Me	Prefers Newspapers to TV News on Big Stories
Total Newspaper Readers	69%	77%	57%
By Age			
18-24	66	72	47
25-29	66	73	60
30-34	75	78	58
35-44	74	73	62
45-54	67	79	62
55-64	73	79	62
65+	64	83	54
By Education			
Not HS Grad	60	76	48
HS Grad	69	82	54
Some College	68	74	61
College Grad	80	69	71
By Income			
Less than $10,000	69	72	42
$10,000-$14,999	64	80	62
$15,000-24,999	73	78	56
$25,000-34,999	72	84	69
$35,000+	79	70	63
By Sex			
Male	73	76	61
Female	65	77	54
By Race			
White	69	76	58
Black	76	81	55
By Use of Newspapers			
Frequent Newspaper Readers	76	84	66
Infrequent Readers	52	58	39
By Residence Size			
Non-Metro	64	77	48
50,000-249,999	71	71	56
250,000-999,999	68	74	64
1,000,000 and over	73	80	61

Questions
(Version A): "Which of these two statements comes closest to the way you feel?
On most days there are things in the paper that are very important to me
OR On most days hardly anything in the paper makes much difference to me."

(Version A): "Different people want different kinds of information. Which of these two statements comes closest to the way you feel?
The daily newspaper gives me most of the information I want about the things that really matter to me
OR I have to go elsewhere to get the information I want about the things that really matter to me."

(Both Versions): "Some people feel that, generally, you can find out all you want to know about big news stories from TV news programs. Others generally want the additional details that newspapers give you on a big story. Which best describes the way you feel?
Get enough details from TV news
Want additional details from newspapers
Can't choose; both valuable."

The Appeals of Newspaper Content to Readers

Two-thirds (67%) of yesterday readers say they go through their daily newspaper page by page (see Table 3.6). Older (age 45+) readers, college graduates, frequent newspaper readers, and subscribers to a daily paper are all more likely than others to go through the daily paper page by page.[1]

Newspapers contain a wide variety of news, features and advertisements whose appeal to different types of readers varies substantially. As another means of measuring content preferences, yesterday readers and non-readers were asked to sort twenty-five different content items into two groups--those they "usually" read and those they don't. Then they were asked to choose three items they "care about most" from among those they usually read. By analyzing the pattern of responses to these linked tasks, a new dimension--the "intensity of appeal" that each content category has for readers--can be identified.

Table 3.7 shows the proportions who "usually read" and "care most" about each of these content categories, and also a derived "intensity of appeal" score for each. Certain categories of content can have relatively low readership but high appeal for those who usually read them: professional sports news (for men) and food pages (for women) are good examples.

---

[1] For additional details on how the daily paper is read, see Meeting Readers' Multiple Needs (Newspaper Advertising Bureau, 1984), pp. 15-19, and The Readership of Newspaper Pages and Sections (Newspaper Advertising Bureau, 1984).

Table 3.6

HOW DAILY NEWSPAPER WAS READ
AMONG DEMOGRAPHIC GROUPS

	Go Through Page By Page	Read Only Certain Sections
Total Yesterday Readers	67%	32%
By Age		
18-24	50	49
25-29	61	37
30-34	65	34
35-44	65	35
45-54	74	26
55-64	76	24
65+	74	25
By Education		
Not HS Grad	63	36
HS Grad	67	33
Some College	65	35
College Grad	75	24
By Income		
Less than $10,000	65	32
$10,000-$14,999	70	30
$15,000-24,999	64	35
$25,000-34,999	68	32
$35,000+	67	33
By Sex		
Male	66	33
Female	69	31
By Race		
White	68	31
Black	64	36
By Use of Newspapers		
Frequent Newspaper Readers	69	30
Infrequent Readers	55	44
Daily Paper Delivered	72	28
By Employment Status		
Employed	69	31
Not Employed	66	33
By Residence Size		
Non-Metro	70	29
50,000-249,999	78	21
250,000-999,999	66	34
1,000,000 and over	63	37
By Region		
Northeast	64	35
North Central	66	34
South	72	28
West	65	33

Question: "Did you go through most of the paper page by page, reading whatever was interesting, or did you only look at certain pages or sections."

Table 3.7

CONTENT CATEGORIES: READERSHIP APPEAL

Category	Usually Read[1]	Care Most[2]	"Intensity of Appeal"[3]
International or world news	83.7%	35.6%	42.6%
Sports news about professional teams	48.6	19.5	40.2
News about the local community	88.5	31.3	35.4
News about the economy (jobs, inflation, etc.)	86.0	28.2	32.8
Advice columns (Dear Abby, Your Health, etc.)	64.8	14.7	22.6
Supermarket ads	63.7	14.4	22.6
Classified or want ads	60.2	12.6	20.9
Obituaries	52.9	10.3	19.5
Business and financial news	49.6	9.5	19.4
News briefs, summary of news items	77.2	14.9	19.3
Comic strips, funnies	57.4	10.9	19.1
Food pages	58.7	10.8	18.5
News about local politics or government	74.0	13.5	18.2
News about the President or Congress	78.0	14.0	18.0
Sports news about local schools, colleges, or clubs	50.7	8.2	16.3
Editorials, editors' opinions	58.1	8.5	14.7
Crossword puzzles	23.4	3.1	13.2
TV program listings	67.3	7.3	10.9
Store ads for clothing	62.0	5.4	8.8
Movie ads	55.7	4.7	8.4
Letters to the editor	60.2	5.0	8.3
News about celebrities or famous people	71.0	5.6	7.9
Calendar or schedule of local events	61.0	4.4	7.2
Book reviews	28.9	1.8	6.2
Political opinion columns	47.1	2.5	5.4
Average: all categories	61.1%	11.9%	18.3%

[1]Proportions who "usually read" each category are shown.

[2]Proportions identifying each category as among the top three are shown.

[3]Proportions usually reading each category who say it is one of three they "care about the most."

Question: "Each of these cards contains a different kind of news, feature or advertising item appearing in most daily newspapers. Please look through them, and put to one side the kinds of things you don't usually read or look at."

"Now, from the cards you have left, please pick out the three which are the kinds of things in the paper you care about the most."

Each of these categories can be placed into four quadrants: high readership/high intensity of appeal; high readership/low intensity of appeal; low readership/high intensity of appeal; and low readership/low intensity of appeal. Chart 3 shows the distribution of the twenty-five items of editorial and advertising content. The median value was used to divide items into (relatively) high and low levels on both dimensions of content appeal.

International news, local community news and economic news are "usually read" by at least five out of six readers and at least one-third of them identify each category as one of the three they care about most. These three categories form the editorial-content core of the high readership/high intensity quadrant, along with local political/governmental news, news briefs, and national (presidential/congressional) news.

The low readership/high intensity quadrant contains items that are usually read by below-average proportions of yesterday readers but each of which has an above-average intensity of appeal. These categories tend to be avidly read by some major segment of the newspaper's readership, for example the professional sports news (by young men), business/financial news (by older men and frequent readers) and food pages (by women). By way of contrast, TV listings, celebrity features, and local events calendar items are widely read but appear to be of intense concern to relatively few readers of such content.

The "low/low" quadrant contains the less often-read categories that are also lower in reader appeal. They include editorials/opinions and political opinion columns. Also included here are certain "service" features, such as crossword puzzles and book reviews, which appeal mainly to a narrow segment of readers.

Chart 3

CATEGORIES READ/INTENSITY OF APPEAL

High Readership/High Intensity of Appeal

International news 84/43
Local community news 89/35
Economic news 86/33
Advice columns 65/23
Supermarket ads 64/23
News briefs/summaries 77/19
Local political/governmental news 74/18
Presidential/Congressional news 78/18

Low Readership/High Intensity of Appeal

Sports news (professional) 49/41
Classified/want ads 60/21
Obituaries 53/20
Business/financial news 50/19
Comic strips 57/19
Food pages 59/19

High Readership/Low Intensity of Appeal

TV programs listings 67/11
Store ads, clothing 62/9
News about celebrities, famous people 71/8
Local events calendar 61/7

Low Readership/Low Intensity of Appeal

Sports news (local schools) 51/16
Editorials, editors' opinions 58/15
Crossword puzzles 23/13
Movie ads 56/8
Letters to editor 60/8
Book reviews 29/6
Political opinion columns 47/5

Entries are: % usually read/% intensity of appeal.

Readership
High readership = At least 61% usually read this item.
Low readership = At most 60% usually read this item.
Intensity of appeal = % "care most" about item, divided by % "usually read" item.
High intensity of appeal = At least 18% intensity of appeal.
Low intensity of appeal = At most 17% intensity of appeal.

How do different reader segments assess these twenty-five categories of content? The percentages who usually read each and the intensity of appeal of each are shown separately for men and women, for those under and over age 35, and for frequent and infrequent readers in Charts 4, 5, and 6.

Men's preferences tend to be fairly focussed--the habitually-read items are the most appealing ones, and conversely those with less intense appeal are read relatively less often. Men read the daily newspaper for all the "hard" news and politics categories listed, classified ads, sports, and the comics. Women's preferences and reading habits are more diffuse. They read the paper more for local, economic, and international news, advice columns, and food-related items. They usually read both local and national political news, but these items are below average in intensity of appeal (see Chart 4). Men show much less interest than women do in food pages, supermarket ads, or advice columns. That men place twenty-two out of the twenty-five categories in either the high readership/high intensity or the low readership/low intensity quadrants suggests a greater degree of selectivity in their newspaper reading than is the case for women.

Differences among younger and older readers are equally striking. Those over age 35 appear to read the newspaper mainly for its hard news categories, with the possible exception of business and financial news. Obituaries, supermarket ads, food pages, and advice columns also display relatively strong appeal. Younger readers are (for obvious reasons) much less interested in obituaries. Their interests gravitate more to non-political news, the economy, advice columns, and the comics. Older readers, unlike younger ones, show high levels of

Chart 4

CATEGORIES READ/INTENSITY OF APPEAL BY SEX

MEN

High Readership/High Intensity of Appeal		Low Readership/High Intensity of Appeal	
Sports news - professional teams	71/50	Business and financial news	60/24
International or world news	88/48		
News about the economy	89/36		
News about the local community	87/32		
Classified or want ads	64/23		
Sports news-local schools, colleges, clubs	63/22		
News about the President or Congress	82/21		
News briefs, summary of news items	79/19		
News about local politics or government	77/19		
Comic strips, funnies	61/19		

High Readership/Low Intensity of Appeal		Low Readership/Low Intensity of Appeal	
TV program listings	65/11	Obituaries	46/16
News about celebrities or famous people	65/5	Editorials, editors' opinions	58/15
		Crossword puzzles	19/13
		Movie ads	56/9
		Advice columns	46/9
		Supermarket ads	45/9
		Political opinion columns	52/7
		Calendar or schedule of local events	57/6
		Letters to the editor	57/7
		Food pages	33/6
		Store ads for clothing	46/5
		Book reviews	24/5

WOMEN

High Readership/High Intensity of Appeal		Low Readership/High Intensity of Appeal	
News about the local community	90/39	Obituaries	59/22
International or world news	80/38	Sports news-professional teams	29/20
News about the economy	83/30	Classified or want ads	57/19
Advice columns	81/29	Comic strips, funnies	55/19
Supermarket ads	80/29		
Food pages	81/23		
News briefs, summary of news items	76/20		

High Readership/Low Intensity of Appeal		Low Readership/Low Intensity of Appeal	
News about local politics or government	72/17	Editorials, editors opinions	58/14
News about the President or Congress	75/15	Business and financial news	41/14
Store ads for clothing	76/11	Crossword puzzles	27/13
TV program listings	70/11	Sports news-local schools, colleges, clubs	40/9
News about celebrities or famous people	77/10	Movie ads	55/8
Letters to the editor	63/9	Book reviews	33/7
Calendar or schedule of local events	65/8	Political opinion columns	43/4

readership of editorials and letters to the editor, but neither of these opinion categories evokes intense appeal for either group (see Chart 5).

Differences between frequent and infrequent readers are, by comparison, more muted.[1] Frequent readers are also highly interested in the hard news categories, advice columns, and supermarket ads. They also frequently read editorials and letters to the editor but less often include them among the types of items they care about most. Infrequent readers (like younger readers) are strongly devoted to non-political and non-business news, classified ads, and advice columns. The distinction between "hard" and "soft" news and features is a prominent element in the contrasting reading preferences of the two groups (see Chart 6).

These charts represent a technique for segmenting readers' orientations toward different content categories that appear regularly in daily newspapers, based on answers to questions about twenty-five selected categories. This technique can be used to show the varying appeals of an even larger number of content categories, and for even more differentiated segments among a daily paper's readership (e.g., those in different age groups and educational levels). It has the obvious merit of clearly documenting--for the categories chosen for study--how diverse readers' interests really are, thus underscoring the critical role that diversity of editorial (and advertising) content plays in building and maintaining the loyalties of readers, no matter how they are segmented.

---

[1] This finding echoes the results of earlier studies by NAB, suggesting that content changes (additions or deletions) alone are not likely to turn occasional readers into regular readers of dailies.

Chart 5

CATEGORIES READ/INTENSITY OF APPEAL BY AGE

UNDER 35

High Readership/High Intensity of Appeal		Low Readership/High Intensity of Appeal	
International or world news	82/43	Sports news-professional teams	51/46
News about the economy	86/36	Supermarket ads	58/22
News about the local community	86/33		
Classified or want ads	73/31		
Advice columns	61/25		
Comic strips, funnies	64/21		
News briefs, summary of news items	75/19		

High Readership/Low Intensity of Appeal		Low Readership/Low Intensity of Appeal	
News about the President or Congress	72/17	Sports news-local schools, colleges, clubs	55/17
News about local politics or government	67/17	Food pages	52/16
Store ads for clothing	66/13	Business and financial news	46/15
Movie ads	80/11	Editorials, editors' opinions	45/11
News about celebrities or famous people	75/10	Obituaries	39/11
TV program listings	71/10	Book reviews	27/7
Calendar or schedule of local events	65/7	Crossword puzzles	23/7
		Letters to the editor	49/6
		Political opinion columns	39/4

35 AND OVER

High Readership/High Intensity of Appeal		Low Readership/High Intensity of Appeal	
International or world news	85/42	Sports news-professional teams	47/37
News about the local community	90/37	Business and financial news	52/21
News about the economy	86/31	Comic strips, funnies	53/18
Supermarket ads	68/23		
Obituaries	62/23		
Advice columns	67/21		
Food pages	64/20		
News about the President or Congress	82/19		
News about local politics or government	79/19		
News briefs, summary of news items	79/19		

High Readership/Low Intensity of Appeal		Low Readership/Low Intensity of Appeal	
Editorials, editors' opinions	67/16	Crossword puzzles	24/17
TV program listings	65/11	Sports news-local schools, colleges, clubs	48/16
Letters to the editor	68/10	Classified or want ads	52/12
News about celebrities or famous people	68/7	Calendar or schedule of local events	58/8
		Store ads for clothing	59/6
		Political opinion columns	53/6
		Book reviews	30/5
		Movie ads	40/4

Chart 6

CATEGORIES READ/INTENSITY OF APPEAL BY FREQUENT AND INFREQUENT READERS

FREQUENT READERS

High Readership/High Intensity of Appeal		Low Readership/High Intensity of Appeal	
International or world news	86/42	Sports news-professional teams	52/41
News about the local community	90/36	Business and financial news	53/21
News about the economy	87/32	Obituaries	58/20
Advice columns	66/22	Food pages	59/19
News about local politics or government	79/20		
Supermarket ads	63/20		
News briefs, summary of news items	81/19		
News about the President or Congress	81/19		

High Readership/Low Intensity of Appeal		Low Readership/Low Intensity of Appeal	
Editorials, editors' opinions	64/16	Classified or want ads	57/17
Letters to the editor	65/10	Sports news-local schools, colleges, clubs	52/17
TV program listings	68/9	Comic strips, funnies	57/15
News about celebrities or famous people	74/7	Crossword puzzles	24/13
Store ads for clothing	61/7	Movie ads	53/6
Calendar or schedule of local events	63/6	Political opinion columns	52/5
		Book reviews	31/5

INFREQUENT READERS

High Readership/High Intensity of Appeal		Low Readership/High Intensity of Appeal	
International or world news	79/44	Sports news-professional teams	41/37
News about the local community	86/34	Comic strips, funnies	59/28
News about the economy	84/34		
Classified or want ads	68/29		
Supermarket ads	65/28		
Advice columns	61/23		
News briefs, summary of news items	69/20		

High Readership/Low Intensity of Appeal		Low Readership/Low Intensity of Appeal	
News about the President or Congress	71/16	Food pages	58/17
TV program listings	66/16	Obituaries	41/16
News about local politics or government	64/15	Business and financial news	42/15
Store ads for clothing	64/13	Sports news-local schools, colleges, clubs	47/14
Movie ads	63/13	Crossword puzzles	23/14
News about celebrities or famous people	64/11	Editorials, editors' opinions	44/11
		Book reviews	25/10
		Calendar or schedule of local events	57/9
		Political opinion columns	35/7
		Letters to the editor	49/4

Editorials and Press Bias

Consistent with the results in the "readership appeal" tables and charts, frequent readers and those over age 35 say they try to read the editorials "on a regular basis" more often than do infrequent readers or younger adults (see Table 3.8).

Table 3.8

TRY TO READ EDITORIALS ON A REGULAR BASIS

All Readers	35%
By Age	
Under 35	25%
35 and over	41
By Use of Newspapers	
Frequent Newspaper Readers	41%
Infrequent Newspaper Readers	19

Base: Total Newspaper Readers

Question (Version A):
"Let's talk about the editorials on the editorial page of the newspaper you read most often. Would you say that you almost never look at them, that you sometimes glance at them, or that you try to read them on a regular basis?"

Almost one-third (32%) of newspaper readers believe that their newspaper's editorial opinions affect its news coverage at least some of the time (see Table 3.9). However, few thought this influence to be pervasive: only 14 percent of those who considered news coverage to be editorially-influenced (5% of all readers) thought that this happens "all of the time." Fully 25 percent couldn't say whether or not editorial opinions affected news coverage, which may stem from the fact that, as we saw earlier, relatively few readers (9%) chose this content

Table 3.9

PERCEPTION OF NEWS BIAS BY
REGULARITY OF READING EDITORIALS

	Total Readers	Tries to Read Editorials Regularly	Sometimes Glances at Editorials	Rarely Reads Editorials
News and Editorial Opinions Kept Separate	43%	48%	48%	25%
News Affected By Editorial Opinions	16	20	16	10
Mixed: Sometimes Does/ Doesn't (Volunteered)	16	22	14	13
Can't Say	25	10	22	52
	100%	100%	100%	100%

Question (Version A): "In your judgment, does that newspaper keep its editorial opinions separate from its news coverage--that is, the news stories they choose and the way they write about them--or do their editorial opinions affect their news coverage?"

category as one that they "care about most." Further support for this conclusion is seen in the high proportion (52%) of "can't say" answers given by people who rarely read editorials to the question on editorial bias in the news.

Gratification From Reading a Writer or Columnist

A substantial minority (41%) of newspaper readers, when asked, were able to name a writer, reporter or columnist in their daily paper that they try to read regularly. This is most often encountered among middle-aged and middle-income adults, the college-educated, frequent readers, and readers in the North Central region. Stronger reader identification with the paper (in this sense) is also shown by those

who live in cities with 50,000-250,000 population, or who have been residents for five years or longer (see Table 3.10). This suggests that reader involvement grows with a greater sense of rootedness in the community, and that this process can be reinforced by promoting familiarity with feature writers and columnists.

Syndicated columnists were the ones named by 65 percent of those who identified someone they read regularly. The most often-named individual columnists were Abigail Van Buren (Dear Abby), by 16 percent, and Ann Landers, by 15 percent. Women, particularly homemakers, and those in the 25-29 and 65-plus age groups are most likely to identify a syndicated columnist. A substantial majority (72%) of the followers of named writers feel they "know" what that person is like, and three-fourths (76%) would want to have the writer "as a friend." This presumed awareness of specific writers as personalities and the warm feelings they often engender in readers are both hallmarks of a sense of trust, which can act as a powerful force in building reader loyalties to the daily paper.

Letters to the Editor

The groups that claimed to be better-than-average readers of letters-to-the editor are also most likely to have written one: college-graduates, those over age 35, and upper-income readers. These same "devoted" reader segments are also more likely than others to call some items(s) of editorial content to the attention of others (see Table 3.11), showing another important use of the daily paper for its readers--as a source of conversation and communication.

Table 3.10

REGULARLY READ A WRITER OR COLUMNIST
AMONG DEMOGRAPHIC GROUPS

	Total %
Yesterday Readers And Non-Readers	41
By Age	
Under 30	33
30-54	45
55+	41
By Education	
HS grad or less	38
At least some college	44
By Income	
Less than $15,000	29
$15,000-$24,999	45
$25,000-$34,999	54
$35,000+	41
By Use of Newspapers	
Frequent Newspaper Readers	45
Infrequent Readers	31
By Marital Status	
Married	44
Not married	35
By Years At Location	
5 or more	42
4 or less	35
By Residence Size	
Non-Metro	38
50,000-249,999	49
250,000-999,999	36
1,000,000 and over	41
By Region	
Northeast	42
North Central	47
South	37
West	36

Question (Version B): "In the newspaper you read most often, is there a writer, reporter, or columnist whom you read fairly regularly?"

Table 3.11
WROTE A LETTER TO THE EDITOR AND SHARED ITEM(S) OF EDITORIAL CONTENT, AMONG DEMOGRAPHIC GROUPS

	Wrote to the Editor	Shared Editorial Content With Someone else	
		Total	Within Past Week
All Readers	13%	70%	25%
By Age			
18-24	9	57	15
25-29	15	77	32
30-34	11	82	28
35-44	22	83	27
45-54	15	82	34
55-64	8	64	24
65+	9	54	20
By Education			
Not HS Grad	2	51	16
HS Grad	11	72	24
Some College	14	73	28
College Grad	29	85	35
By Income			
Less than $10,000	8	59	25
$10,000-$14,999	8	64	21
$15,000-$24,999	9	69	24
$25,000-$34,999	20	80	29
$35,000+	19	77	31
By Sex			
Male	14	68	27
Female	12	73	23
By Race			
White	14	70	25
Black	8	72	29
By Use of Newspapers			
Frequent Newspaper Readers	14	71	29
Infrequent Readers	10	67	15
Yesterday Reader	13	72	29
Daily Paper Delivered	14	75	31
By Marital Status			
Married	15	77	30
Divorced/Separated/Widowed	9	55	15
Single	10	60	18
By Employment Status			
Employed	16	78	30
Not Employed	11	62	19
By Residence Size			
Non-Metro	13	72	27
50,000-249,999	14	72	28
250,000-999,999	12	66	19
1,000,000 and over	13	71	26
By Region			
Northeast	12	69	24
North Central	11	70	26
South	12	70	23
West	18	73	28

Question (version A): "Have you, yourself, ever written a letter to the editor of a paper?"

"Not counting the advertising, did you ever find anything in a newspaper that was of such interest to you that you actually showed or read it aloud to somebody else?"

"When was the last time this happened?"

Classified Ads and Coupons

Another indicator of the newspaper's utility for readers is their use of classified ads and coupons or other advertising. One-half of all readers have placed a classified ad in a paper at some time, and 64 per cent have recently clipped a coupon from the paper. Placing of a classified ad is generally done more by 30-44 year olds, by upper-income readers, college graduates, married respondents, and by those living in smaller communities (see Table 3.12). Clipping coupons (or other ads) is a more common activity among women. Coupons are also clipped more by older and middle-income respondents. Clipping of other types of ads, presumably as reminders of store sales for those actively in the market, is most often done by college graduates and those in the upper-income ($25,000-plus) group.

Summary: Measuring Reader Involvement

This section has presented a wide range of dimensions of reader involvement with the newspaper. Some are attitudinal, expressing certain feelings that readers may have about its content. Others are behavioral, dealing with the regularity of reading of certain types of content or the uses to which items of certain kinds are put by readers. Any appraisal of how readers relate to their daily paper should incorporate measures of both types, so that judgments about readers can be grounded in what they do with the daily paper as well as how they perceive it.

Table 3.12
PLACED CLASSIFIED ADS/CLIPPED COUPONS OR ADS
AMONG DEMOGRAPHIC GROUPS

	Placed Classified Ads		Clipped Coupons/Other Ads	
	Total	Within Past 3 Months	Coupons (Net)	Other Ads (Net)
All Adults	50%	12%	64%	36%
By Age				
18-24	35	14	50	33
25-29	45	9	66	42
30-34	56	18	63	32
35-44	68	19	67	39
45-54	54	10	64	39
55-64	49	4	66	33
65+	44	8	71	32
By Education				
Not HS Grad	30	4	66	29
HS Grad	51	13	63	34
Some College	53	13	62	38
College Grad	65	16	67	43
By Income				
Less than $10,000	36	12	64	32
$10,000-$14,999	37	8	57	31
$15,000-24,999	54	10	68	32
$25,000-34,999	62	16	63	42
$35,000+	60	14	58	40
By Sex				
Male	52	12	49	32
Female	48	11	77	39
By Race				
White	54	13	63	36
Black	18	2	68	41
By Use of Newspapers				
Frequent Newspaper Readers	50	12	66	38
Infrequent Readers	50	11	58	32
Yesterday Readers	50	12	65	37
Daily Paper Delivered	54	13	66	36
By Marital Status				
Married	59	15	66	35
Divorced/Separated/Widowed	38	7	71	41
Single	30	6	52	35
By Employment Status				
Employed	57	14	59	35
Not Employed	43	9	69	36
By Location				
Non-Metro	56	19	60	34
SMSA Suburbs	53	10	63	35
SMSA Central City	41	7	67	39
By Residence Size				
Non-Metro	56	19	60	34
50,000-249,999	62	12	68	36
250,000-999,999	48	10	63	32
1,000,000 and over	42	7	65	39
By Region				
Northeast	36	9	63	36
North Central	56	15	66	38
South	53	11	64	34
West	52	14	61	36

Questions (Version A): "Have you ever placed a classified ad in a paper?"
"Have you placed a classified ad within the past three months?"
"How about advertising coupons? Have you clipped any coupons from a newspaper in the past three months or so?"
"Have you clipped any other kinds of ads from a newspaper in the past 3 months?"

SECTION FOUR - NEWS ORIENTATIONS

Respondents in this survey were asked a series of questions that provide a range of indicators of their orientations toward news--their sense of civic duty in seeking out news, their greater interest in national/international or local news, whether they look forward more to news or to features, and the news source(s) they use and rely on in following major news stories.

The Duty To Keep Informed

One of the oldest findings in readership studies is that a felt need to "keep up" with the news, to stay informed about what is happening in the wider world beyond people's immediate experience is a prime motive for reading a daily paper. This has been termed the "surveillance" function of newspaper reading, or of exposure to news media more generally. In part, this arises from people's natural curiosity about events, which varies in intensity from person to person. But much of it is a result of training or socialization in school, community, or in the family. We learn that as citizens we have a duty to keep ourselves informed, so that we can participate through discussion and voting in the affairs of city, state, and nation. We also learn that events at a distance can affect each of us, often profoundly. Thus, there are both personal-interest and social or dutiful components of people's desire to be kept abreast of the news on a regular basis.

How much do people seek the news out of personal interest and how much from a sense of civic duty? In 1978, McCombs and Poindexter developed a scale to measure people's orientation toward news, and their "news norm" scale was incorporated in the current survey.[1] The distribution of responses to their scale's four questions yielded results that are shown in Table 4.1.

Table 4.1
RESPONSE DISTRIBUTION ON NEWS NORM ITEMS

	Proportion* Responding
A. It is important to be informed about news and current events (% agree)	97%
B. We all have a duty to keep ourselves informed about news and current events (% agree)	94%
C. So many other people follow the news that it doesn't matter much whether I do or not (% disagree)	86%
D. A good deal of news about current events isn't important enough to keep informed about (% disagree)	67%

*The items that comprise the news norm scale were administered during the interviews with one-half of the total sample (Version B).

People were given a point for their "positive" answers to each of the scale's four questions. Thus, each person's score could range between 0 and 4. When these scores were summed across all respondents, the results showed that the norm of keeping informed, expressed as a

---

[1]Maxwell McCombs and Paula Poindexter, "The Duty to Keep Informed: News Exposure and Civic Obligation," Journal of Communication (Spring, 1983) pp. 88-96. The Summer 1983 issue of the Newspaper Research Journal is devoted to research using this scale.

sense of personal obligation, appears to be quite powerful. Only one of the four questions yielded results with any significant variation. As a result, the average scale score of newspaper readers is quite high: 3.48 out of a possible top score of 4. Scale scores varied only slightly by education, income and age, and are not patterned in the case of age. Nor do men and women differ appreciably in their acceptance of a duty to keep informed (see Table 4.2).

Table 4.2
MEAN NEWS NORM SCALE SCORES
AMONG DEMOGRAPHIC GROUPS
(Range : 0-4)

	Score
Total Newspaper Readers (Version B)	3.48
By Age	
18-24	3.43
25-29	3.51
30-34	3.60
35-44	3.45
45-54	3.51
55-64	3.52
65+	3.41
By Education	
Not HS Grad	3.33
HS Grad	3.49
Some College	3.53
College Grad	3.58
By Income	
Less than $10,000	3.41
$10,000-$14,999	3.25
$15,000-$24,999	3.52
$25,000-$34,999	3.62
$35,00+	3.62
By Sex	
Male	3.50
Female	3.47
By Use of Newspapers	
Frequent Newspaper Readers	3.57
Infrequent Newspaper Readers	3.30

Endorsement of the sentiments that comprise the civic duty norm is an important predictor of frequency of newspaper reading and of exposure to news yesterday via television or the newspaper. Nearly three-fifths (58%) of readers with very low (0 or 1) scale scores neither read a paper nor watched any TV news yesterday, compared with only 9 percent among those who had the highest (4) score. Similarly, only one-third (34%) of those at the low end were frequent readers of a daily paper, compared with 73 percent of those who endorsed all four items of the news norm scale (see Table 4.3) That as many as one-third of those who show the least sense of obligation to stay informed nevertheless read a daily regularly can be attributed to the variety of content offerings to serve readers' interests appearing each day in the daily paper. This small group of readers could still find the paper valuable as a tool for daily living, by making use of its features and columns, entertainment listings, food and other coupons, horoscopes, etc.--even if, as is evident in their case, they show less concern with the news.

One way of exploring this further is to see if the items newspaper readers "usually read" and those that they "care about most" differ for those at the high and low end on this civic duty scale. Newspaper readers with high scale scores (3 or 4) clearly are regular readers of items falling in the "hard news" categories, items that also appear to have the most intense appeal for them. Those with low (0 or 1) scale scores, by way of contrast, seem to find professional sports news and certain features--for example, comic strips, crossword puzzles, book reviews and movie ads--to be much more appealing. In their expressed reading preferences, the former group of readers clearly reflect a much

Table 4.3

NEWSPAPER READING FREQUENCY AND
NEWS MEDIA USAGE
BY NEWS NORM SCALE SCORES

		News Norm Scale Score			
	Total	0/1	2	3	4
Frequent Newspaper Readers	67%	34%	57%	61%	73%
Infrequent Newspaper Readers	33	66	43	39	27
	100%	100%	100%	100%	100%
Exposure to Daily Newspaper & TV News Yesterday					
Neither	12%	58%	14%	13%	9%
Newspaper only	21	27	23	20	21
TV news only	14	-	11	20	12
Both	53	15	52	47	58
	100%	100%	100%	100%	100%
Base: Yesterday Readers And Non-Readers (Version B)	100% =	2% +	8% +	29% +	61%

Note: The scale adds up the responses made by each person in the same direction on all four questions. The scale scores range from a low of "0" to a maximum value of "4."

more serious concern with the news. The low-scoring group, by comparison, reads less and in their pattern of choices seems to use the newspaper more for entertainment or diversion than to stay informed. But it is important to note that, for people with high and low scale scores, reading habits are highly varied rather than restrictive in character. These are, in other words, differences of degree (rather than kind) among newspaper readers (see Table 4.4).

Table 4.4

CONTENT CATEGORIES: READERSHIP APPEAL BY NEWS NORM SCALE SCORES

	News Norm Scale Score							
	0/1		2		3		4	
	Usually Read	"Intensity of Appeal"	Usually Read	"Intensity of Appeal"	Usually Read	"Intensity of Appeal"	Usually Read	"Intensity of Appeal"
International or world news	37%	45%	83%	37%	87%	34%	87%	48%
Sports news-professional teams	25	79	42	29	50	39	51	39
News about local community	62	20	88	30	85	43	91	32
News about the economy	52	18	89	34	80	36	89	36
Advice columns	50	30	68	27	62	22	66	19
Supermarket ads	32	39	71	22	59	26	63	22
Classified or want ads	34	27	65	27	57	27	64	20
Obituaries	29	25	48	28	52	15	57	15
Business and financial news	35	34	47	17	47	13	54	23
News briefs, summary of news items	41	8	65	15	73	19	80	16
Comic strips, funnies	58	64	52	32	61	14	60	17
Food pages	42	48	59	20	58	17	61	19
News about local politics or government	44	0	78	11	69	19	79	20
News about the President or Congress	52	9	77	21	72	16	81	15
Sports news-local schools, colleges, clubs	32	0	54	14	49	16	52	15
Editorials, editors' opinions	37	37	52	11	54	19	63	14
Crossword puzzles	29	56	23	20	30	9	26	16
TV program listings	48	26	74	9	71	14	70	7
Store ads for clothing	29	23	68	14	57	6	67	7
Movie ads	55	49	54	17	55	9	55	5
Letters to the editor	31	0	51	14	55	7	67	8
News about celebrities or famous people	36	0	64	5	66	14	74	6
Calendar or schedule of local events	30	0	63	14	55	10	64	7
Book Reviews	21	65	18	0	24	6	32	2
Political opinion columns	41	21	48	6	45	3	50	4

Local vs. National News Orientation

American adults are somewhat more interested in events on the national and international scene (53%) than in events in their own city or town (46%). Men, college graduates, and those with $35,000-plus incomes showed a relatively more cosmopolitan interest in such events than did their counterparts. However, frequent and infrequent newspaper readers showed similar patterns of interest in the two types of newsworthy events, which suggests that this broad preference does not strongly influence the strength of the reading habit (see Table 4.5).

Orientations toward the wider world or toward one's own city or town are linked to some degree with a sense of civic duty to keep informed. Although the proportion much more interested in national/international news is nearly constant across the news norm scale groups, the percentage slightly more interested in this type of news increases substantially as scale scores rise. Conversely, while 58 percent of respondents with a low (0 or 1) score are much more interested in local news, only 21 percent of newspaper readers with a maximum score (4) share this localistic orientation to news (see Table 4.6).

These contrasting news orientations also are linked with the kinds of items people usually read, although not always in readily predictable ways. As might be expected, readers who claim to be more interested in national/international events "usually read" those two categories of news (as well as political news and business and financial news) in greater measure than do people who say they are more interested in local events. However, the former group also reads

Table 4.5
INTEREST IN NEWS AT A DISTANCE VS. NEWS CLOSE TO HOME
AMONG DEMOGRAPHIC GROUPS

	More Interested In National/ International Scene		More Interested In Own City/Town	
	Much more	Slightly more	Much more	Slightly more
	%	%	%	%
All Adults	27	26	21	25
By Age				
18-24	22	25	23	30
25-29	26	30	21	22
30-34	25	28	21	26
35-44	31	26	19	23
45-54	26	29	17	26
55-64	31	22	20	26
65+	30	25	23	21
By Education				
Not HS Grad	24	19	28	27
HS Grad	23	24	25	28
Some College	26	33	16	24
College Grad	43	32	7	16
By Income				
Less than $10,000	29	19	25	27
$10,000-$14,999	22	23	30	24
$15,000-$24,999	26	25	20	28
$25,000-$34,999	26	32	20	22
$35,000+	34	31	12	22
By Sex				
Male	32	30	17	21
Female	23	23	24	29
By Use of Newspapers				
Frequent Newspaper Readers	28	27	19	25
Infrequent Newspaper Readers	26	25	23	25

Question: "Even though both are important, some people are more interested in what is happening in their own city or town, and some are more interested in what is happening on the national or international scene. Which of these comes closest to how you personally feel about it?" [Responses:]

1. I am personally much more interested in what is happening on the national or international scene.
2. I am personally slightly more interested in what is happening on the national or international scene.
3. I am personally slightly more interested in what is happening in my own city or town.
4. I am personally much more interested in what is happening in my own city or town.

Table 4.6
NATIONAL VS. LOCAL NEWS ORIENTATION BY
NEWS NORM SCALE SCORES

	News Norm Scale Score			
	0/1	2	3	4
Much more interested in national/international news	25%	29%	26%	27%
Slightly more interested in national/international news	6	22	28	28
Slightly more interested in local news	11	25	24	24
Much more interested in local news	58	24	22	21
	100%	100%	100%	100%

Base: Newspaper Readers (Version B)

"local community" news items to the same degree as do the more locally-oriented readers. Moreover, a higher proportion of readers who claim to be much more oriented to national/international news usually read "local political/governmental" news items than do readers who say they are much more interested in local news. But in general, those with a more cosmopolitan news orientation show patterns of reading that indicate interest in a wider range of specific types of editorial content than is the case for more locally-oriented readers. (See Table 4.7)

Look Forward To News vs. Features

An acceptance of news-seeking as a civic duty is also associated with a preference for a hypothetical daily paper emphasizing news. High scorers (3 or 4 on the news norm scale) are much more likely to choose a paper that is mostly news over one comprised mainly of

Table 4.7
CONTENT PREFERENCES:
ITEMS USUALLY READ BY NEWS ORIENTATION

	More Interested In National or International Scene		More Interested In Own City or Town	
	Much More	Slightly More	Slightly More	Much More
International or world news	91%	93%	81%	71%
Sports news-professional teams	52	52	45	47
News about local community	85	89	90	89
News about the economy	88	90	82	79
Advice columns	60	65	72	64
Supermarket ads	56	61	69	61
Classified or want ads	61	63	63	59
Obituaries	43	52	61	61
Business and financial news	59	63	47	33
News briefs, summary of news items	81	80	76	61
Comic strips, funnies	62	58	60	60
Food pages	55	59	67	58
News about local politics or government	82	78	74	65
News about the President or Congress	86	85	72	61
Sports news-local schools, colleges, clubs	51	53	47	51
Editorials, editors' opinions	62	67	56	48
Crossword puzzles	25	24	28	29
TV program listings	67	69	73	69
Store ads for clothing	60	64	68	61
Movie ads	55	53	60	51
Letters to the editor	60	62	67	56
News about celebrities or famous people	68	70	74	70
Calendar or schedule of local events	58	58	66	62
Book Reviews	31	32	32	17
Political opinion columns	60	53	44	32

features. Low scorers (0 or 1), by way of contrast, tend either to prefer a daily dominated by features or refuse to choose between the two hypothetical types of papers (see Table 4.8). As we saw earlier, the latter group is also more strongly oriented toward local events. Here we see additional confirmation that their interests are more inclined toward reading as entertaining, rather than as a means of keeping up with news about events at a distance.

Table 4.8

CHOICE BETWEEN TWO HYPOTHETICAL TYPES OF DAILIES
BY NEWS NORM SCALE SCORE

	News Norm Scale Score			
Preferred Type of Paper	0/1	2	3	4
Mostly News	26%	37%	48%	53%
Mostly Features	50	17	25	17
Balance of Both (volunteered)	-	32	23	26
Can't Choose	24	14	4	4
	100%	100%	100%	100%

Base: Newspaper Readers (Version B)

Question: Suppose that there were two newspapers around here: one that was mostly news with some features, and the other that was mostly entertaining features with a summary of news. Which would you...prefer?

The News Media As Sources On The Most Important Problem

All respondents were asked what they thought was the most important problem facing the country today, a question that the Gallup

organization has asked nearly 200 times since World War II.[1] The "national economy" was viewed as the most important problem facing the country, by 68 percent of American adults. Inflation/the high cost of living (cited by 23%), unemployment (cited by 20%), and other references to the national economy (cited by 17%) were identified as the principal elements of this major problem. The problems of war/nuclear danger (cited by 12%) and social values/behavior (cited by 11%) were a distant second and third to the problem of a recession-plagued, inflationary economy at the time this survey was conducted (see Table 4.9).

Table 4.9
MOST IMPORTANT PROBLEM
FACING THE COUNTRY TODAY

	Total
National Economy (net)	68%
Inflation/High Cost of Living (Subnet)	23
Inflation/High Cost of Living (Unspecified)	17
Unemployment	20
National Economy, Economy (Unspecified)	17
War, Nuclear Danger	12
Social Values/Behavior (Net)	11
Declining Moral Standards	5
President Reagan/The Government	5
Don't know/No answer	3

Base: All Adults

Question: "What do you think is the most important problem facing this country today?"

---

[1] Tom W. Smith, "America's Most Important Problem - A Trend Analysis, 1946-1976" Public Opinion Quarterly (Summer 1980), pp. 164-180.

When asked where they get most of their information on the most important problem facing the country that each respondent had identified, 82 percent said "TV" and 71 percent mentioned "newspapers" as prime sources. Radio (cited by 29%), talking to others (cited by 23%), and magazines (cited by 15%) were secondary sources mentioned. And, when asked to name the one most relied-upon source, television was cited by 45 percent of American adults, compared with 30 percent who cited newspapers (see Table 4.10).

People did not seem to rely on different media as news sources on the varied problems they identified. With the exception of the problem area of "social values/behavior," respondents cited each of the news media about as often for any specific problem as for all problems in the aggregate. The same consistency also applies to the one most relied-upon medium, although TV is cited more frequently than the average as a source of news about "war/nuclear danger."

Higher percentages in most--not all--respondent groups name TV news as the one source they rely upon to stay informed about the most important problem facing the country. Certain important consumer subgroups are, however, more inclined toward newspapers. For example, upper-income adults and college graduates are more likely to rely mainly on newspapers than are their counterparts. In general, demographic variations in news media preferences parallel those seen earlier for exposure to newspapers and/or TV news (see Table 4.11).

The News Media As Sources For The Biggest Story Yesterday

Respondents were also asked about the biggest thing in the news that they found out about "yesterday or today." In contrast with the most important national problem, 50 percent mentioned the Falkland

Table 4.10

KEY SOURCES OF INFORMATION ABOUT MOST IMPORTANT PROBLEM FACING COUNTRY

	Get Most Information From*				One Most Relied Upon Source**					
	TV	Newspapers	Radio	Talking With Others	TV	Newspapers	Magazines	Radio	Talking With Others	Magazines
All Problems	**82%**	**71%**	**29%**	**23%**	**45%**	**30%**	**15%**	**6%**	**5%**	**3%**
National Economy (Net)	84	75	30	23	45	33	15	7	5	3
Inflation/Cost of Living (Sub Net)	82	71	32	20	45	32	13	9	3	3
Unemployment	86	73	30	29	47	32	12	3	8	+
War/Nuclear Danger	87	67	26	15	58	23	16	4	3	5
Social Values/ Behavior (Net)	72	57	29	35	39	20	14	7	8	2
President Reagan/ Government	78	77	30	34	45	30	20	6	7	7

* Base = all respondents.
** Base = Proportion mentioning a most relied upon source (97% of all respondents).
\+ less than 0.5%

Questions: "Where do you get most of your information about that problem? Any other sources?

"Which would you say is the one source you rely on most to stay informed about that problem?"

Table 4.11
KEY SOURCES OF INFORMATION ABOUT MOST IMPORTANT PROBLEM
AMONG DEMOGRAPHIC GROUPS

	Get Most of My Information About That Problem From		One Most Relied on Source For That Problem	
	News papers	TV News	News- papers	TV News
All Adults	71%	82%	30%	45%
By Age				
18-24	56	80	23	51
25-29	66	77	23	46
30-34	73	83	36	43
35-44	74	76	33	41
45-54	75	82	32	42
55-64	79	84	29	50
65+	74	90	32	45
By Education				
Not HS Grad	63	87	22	57
HS Grad	70	85	28	49
Some College	71	77	32	38
College Grad	81	73	42	30
By Income				
Less than $10,000	60	85	22	56
$10,000-$14,999	71	87	26	50
$15,000-24,999	70	81	31	44
$25,000-34,999	81	80	35	40
$35,000+	75	76	35	36
By Sex				
Male	72	81	31	43
Female	70	82	28	47
By Race				
White	71	82	30	45
Black	65	83	29	53
By Use of Newspapers				
Frequent Newspaper Readers	85	82	40	38
Infrequent Readers	58	81	16	55
Daily Paper Delivered	83	81	36	41
By Residence Size				
Non-Metro	65	82	24	53
50,000-249,999	73	84	22	51
250,000-999,999	72	82	31	41
1,000,000 and over	72	80	36	40
By Region				
Northeast	82	81	44	37
North Central	69	80	23	46
South	68	83	28	50
West	63	81	26	46

Islands crisis, which was a news story running at the time of this survey, and 20 percent mentioned any type of U.S. news story. Only 3 percent identified any story about the national economy (see Table 4.12). But almost three out of ten (29%) answered "nothing" or "don't know," to this question, whereas only 3 percent failed to mention a "most important problem."

Table 4.12
BIGGEST STORY IN THE NEWS YESTERDAY

	Total
Foreign News (Net)	51%
Falkland Islands Crisis/Conflict	50
U.S. News (Net)	20
Crimes/Disasters	8
National Economy	3
State/Local Political News	3
Nothing	8
Don't Know/Can't Recall/No Answer	21
	100%

Base: All Adults

Question: "To the best of your recollection, what was the biggest thing in the news you found out about yesterday or today?"

Among the seven in ten adults who described a big story in some detail, television news was cited by 51 percent, newspapers by 27 percent, and radio news by 17 percent as the initial source of information on that story (see Table 4.13). College graduates were relatively more likely than their counterparts to name newspapers as their prime source. Adults with higher incomes were more likely to name newspapers or radio news (rather than TV news) as their prime source of information on these big stories.

Table 4.13
PRIME SOURCE OF INFORMATION FOR
YESTERDAY'S BIGGEST STORY

	Newspapers	TV News	Radio News
Base: All Who Described a Big Story (70% of Total Adults)	27%	51%	17%
Income			
Under $10,000	19	69	6
$10,000-$14,999	23	52	18
$15,000-$24,999	27	51	19
$25,000 and over	31	44	21
Education			
Less than high school graduate	21	65	9
High school graduate	26	54	15
Some college	26	48	21
College graduate	36	37	24

Question: "Where did you first find out about this news?"

Those who named a big U.S. news story currently in the news were more likely to use newspapers as their prime source for national economic news (44%) or state/local political news (44%) stories. TV news was the prime source for foreign news (57%), mainly because the Falkland Islands war dominated this category of stories at that time (see Table 4.14).

Table 4.14
PRIME SOURCE OF INFORMATION FOR BIGGEST STORY YESTERDAY
BY TYPE OF STORY

	Percent Mentioning Story	News-papers	TV News	Radio News
All Stories	100%	27%	51%	17%
Foreign News	72%	23	57	17
U.S. News (Net)	27	36	36	16
Crimes/disasters	11	32	37	17
National economy	4	44	37	16
State/local political news	4	44	32	16
All other U.S. news	7	36	38	17

Of the 70 percent who named a big story in the news yesterday or today, almost two-thirds (63%) also used a secondary source of information for that story. Overall, 31 percent mentioned newspapers as their secondary source. One-fourth (27%) named TV news, and 14 percent named radio news as a secondary source. Respondents were especially likely to use newspapers to get additional information on foreign news stories, a category for which TV news was identified as the initial or prime source (see Table 4.15).

There is a marked tendency for people to use different news media as complementary sources on big news stories. If newspapers were cited as the prime source of information, then television news was most likely to be cited as the secondary source. Conversely, newspapers tended to be the secondary source if TV news was cited as the prime source of information for the biggest story in the news in recent days (see Table 4.16). A majority (60%) of those naming a big news story said they made use of two or more sources in keeping track of events, whether they had identified television or the newspaper as their initial source of news on that news story. This finding fits well with their media behavior as shown in Section One of this report. Only a small minority of adults actually was exposed to a single news medium on the average weekday.

Table 4.15

PRIME AND SECONDARY SOURCES OF INFORMATION FOR BIGGEST NEWS STORY

	All Problems		Used Newspapers		Used TV News		Used Radio News	
	Percent Mentioning Story	Used A Secondary Source	Prime Source	Secondary Source	Prime Source	Secondary Source	Prime Source	Secondary Source
All Stories	100%	63%	27%	31%	51%	27%	17%	14%
Foreign News	72	67	23	36	57	28	17	15
U.S. News (Net)	27	51	36	19	36	24	16	11
Crimes/Disasters	11	59	32	22	37	29	17	13
National Economy	4	44	44	15	37	18	16	15
State/Local Political News	4	47	44	10	32	24	16	7
All Other U.S. News	7	43	36	18	38	18	17	4

Base: All Who Mentioned A Big Story (70 percent of respondents)

Table 4.16
PRIME AND SECONDARY SOURCES OF NEWS FOR YESTERDAY'S BIGGEST STORY BY FIRST SOURCE CITED

	Prime Source Cited		
	Newspapers	TV News	Radio News
Secondary Source(s) Used	60%	61%	75%
Newspapers	6	43	38
TV News	40	11	52
Radio News	16	14	5
Other	5	5	5
Did Not Use A Second Source	40	39	25

Questions: "Where did you first find out about this news?

"Did you read, see or hear anything else about this news in some other way later in the day?" IF YES: "Where was that"

Summary

In this section we have examined a variety of orientations people show toward news and the news media. A key finding is that people's feeling of an obligation to keep informed affects the ways they make use of the news media.

A stronger sense of civic duty to keep informed is linked both with greater exposure to newspapers or TV news and with frequent daily newspaper readership. Readers with higher scale scores are also more interested in "hard news" items in their daily paper, whereas readers with low scale scores are relatively more interested in entertaining features. The civic duty to stay informed is also associated with a greater interest in national/international than in local events, and with choosing a paper that stresses news items rather than features. A more cosmopolitan interest in national or international events is also associated with the regular reading of a wider range of items of editorial and advertising content in the daily paper.

The wide variety of content categories that appear in the daily newspaper helps it to strengthen its franchise by appealing to people intensely interested in "hard news," to those who are interested mostly in entertaining features, and to those with more balanced interests.

American adults adjudge television news to be more important than their newspapers as a source of information about the "most important problem" facing the country and, to a lesser degree, the biggest then-current story in the news. Newspapers are more often used as the primary source of information for major U.S. news stories, whereas television news is more frequently used as the prime source for major foreign news stories. However, most people rely on multiple sources of news for big stories of all types.

SECTION FIVE - LIFESTYLES AND NEWSPAPER HABITS

In this section, we examine how American adults fit newspaper reading into their "lifestyles." To explore this topic, respondents were asked about intermediate and long-term aspects of their lives--important personal goals, leisure-time activities--and more immediate considerations, such as whether the recession led them to cut back on certain purchases and whether or not "yesterday" was unusual. Their answers to these questions help to define the role that psychological factors play in supporting or eroding the reading habit.

Leisure-Time Activities

Respondents in this survey were asked which, if any, of thirteen specific activities they engage in regularly--at least once a month. Those mentioned most frequently were visiting friends or relatives (74%), doing odd jobs at home (72%) and shopping or browsing in stores (61%). Relatively few respondents bring work home from the job (13%) or go to a live play, concert or dance program (19%).

All respondents' patterns of activities were factor analyzed to see if they formed any clusters of closely-related activities.[1] The 13 activities fell into four types or factors, which have been labelled as Recreational, Social, Individual, and Engaged clusters of activities in order to distinguish them from one another. For example, the

---

[1] Principal-component factor analysis with varimax rotation was used to identify leisure activities that were closely associated in the lives of the respondents.

Recreational factor consists of four activities--"exercising/jogging/bowling/active sports," "going to a movie," "attending a sporting event," and "attending a live play/concert/dance program."

The variables that distinguish monthly participation in these clusters of activities are age, income, sex and education (see Table 5.1). Younger (under age 35), upper-income ($25,000-plus), and college-educated respondents are more likely than their counterparts to engage in each Recreational activity at least once a month. College-educated respondents are also more likely to undertake two of the Social activities--entertaining friends/relatives at home and attending meetings. The latter activity is also more popular among older, upper-income, and married respondents--and frequent readers.

Demographic variables are not as effective in predicting adult participation in the Individual or Engaged activity clusters. In the Individual cluster, women emerge as more likely than men to shop/browse and to read a book. College-educated respondents are more likely than others to read books or to work on a hobby. Among the Engaged activities, more upper-income adults do odd jobs at home and bring work home than do their counterparts. Central city residents are less apt to do odd jobs at home; those living outside of metropolitan areas are, not surprisingly, more likely to fish/hunt/camp/backpack at least once a month.

Adults who said they undertook an activity at least once a month were then asked if they engaged in this activity only on weekends. Income differences can be seen in the activities people engage in regularly , but not when it comes to ones enjoyed on weekends (see Table 5.2).

Table 5.1
CLUSTERS OF LIFESTYLE ACTIVITIES ENGAGED IN, BY DEMOGRAPHIC GROUPS

	Recreational				Social			Individual			Engaged		
	Exercise/ Jog/ Bowl/ Active Sports	Go To A Movie	Attend A Sporting Event	Live Play/ Concert/ Dance Program	Visit Friends/ Relatives	Entertain Friends Relatives at home	Attend A Meeting	Shop/ Browse In Stores	Read A Book	Work On A Hobby	Odd Jobs At Home	Fish/ Hunt/ Camp/ Backpack	Bring Work Home From Job
Total Adults	42%	32%	26%	19%	74%	57%	38%	61%	50%	43%	72%	25%	13%
Sex													
Male	46	34	34	18	71	54	36	50	43	43	74	34	16
Female	39	30	20	19	76	61	40	71	58	43	70	16	10
Age													
Under 35	55	50	35	24	78	54	30	62	49	43	69	31	14
35 And Over	33	19	20	14	70	60	44	60	51	43	74	21	12
Income													
Under $25,000	36	27	23	14	75	55	33	59	48	40	69	24	8
$25,000 And Over	52	37	32	24	72	61	46	63	55	48	79	29	21
Education													
High School Or Less	34	29	23	15	72	53	32	59	44	38	69	25	6
At Least Some College	55	37	32	25	76	63	47	65	61	51	77	24	23
Marital Status													
Married	39	25	25	15	73	60	42	61	52	43	78	27	15
Not Married	47	44	29	25	75	53	32	62	49	43	62	21	10
Location													
SMSA Central City	45	39	30	24	73	56	36	61	48	38	62	20	12
SMSA Suburbs	46	32	27	22	71	60	37	64	51	45	77	23	14
Non-Metro	33	24	22	8	77	54	41	58	52	45	76	34	12
Use of Newspaper													
Frequent Newspaper Readers	45	30	29	19	74	61	42	63	52	46	75	23	14
Infrequent Newspaper Readers	42	39	21	19	74	53	33	61	51	38	66	28	12
Daily Paper Delivered	45	28	28	18	73	60	43	64	53	46	77	25	14

Question: "Here is a list of things people do in their spare time. Which of them, if any, do you do fairly often--say at least once a month? Just tell me the number next to those items."

Table 5.2
LIFESTYLE ACTIVITIES ENGAGED IN REGULARLY
AND ON WEEKENDS, BY INCOME

	% Do At Least Once A Month		% Do Only On Weekends (Base: Do At Least Once A Month)	
	Under $25,000	$25,000+	Under $25,000	$25,000+
Factor 1 - Recreational				
Exercise/Jog/Bowl/Active Sports	36%	52%	17%	9%
Go To A Movie	27	37	50	49
Attend Sporting Event	23	32	30	29
Go To Live Play/Concert/ Dance Program	14	24	39	43
Factor 2 - Social				
Visit Friends/Relatives	75	72	31	29
Entertain Friends/Relatives At Home	55	61	32	31
Attend A Meeting	33	46	19	8
Factor 3 - Individual				
Shop/Browse In Stores	59	63	22	21
Read A Book	48	55	13	7
Working On A Hobby	40	48	15	17
Factor 4 - Engaged				
Odd Jobs At Home	69	79	21	22
Fish/Hunt/Camp/Backpack	24	29	46	58
Bring Work Home From Job	8	21	8	10

Question: "Here is a list of things people do in their spare time. Which of them, if any, do you do fairly often--say at least once a month?

"And which of those things do you do only on weekends and not during the week?"

An additive index was computed for each factor. A respondent who engaged in an activity at least once a month was coded "1" for that activity; otherwise, the code was "0." The index for each factor is the number of different activities in that factor the respondent engages in at least once a month. Thus, for example, the index for Recreational activities can range from "0" to a maximum of "4."

Frequent newspaper readership varies only slightly with participation in activities belonging to the Recreational factor, as measured by scores on that index (see Table 5.3). The difference is greatest between "high" and "low" scorers on the Social index. But the proportions of frequent readers are consistently higher among high scorers in each activity cluster. In other words, newspaper readership is not displaced by an active life style: rather, it is an integral part of an active life. In addition, "high" scorers on three of the activity factors are more likely than "low" scorers to subscribe to a daily newspaper. The exception is the Recreational factor, where "low" scorers show a somewhat higher rate of subscribing than do "high" scorers.

Table 5.3
FREQUENT NEWSPAPER READERSHIP AND HOME DELIVERY[1]
BY LIFESTYLE ACTIVITY INDEXES

	Recreational		Social		Individual		Engaged	
	High (2-4)	Low (0)	High (3)	Low (0-1)	High (3)	Low (0-1)	High (2-3)	Low (0)
% Frequent Readers	70%	68%	74%	66%	71%	66%	67%	62%
% Have Daily Paper Delivered	61%	65%	70%	60%	65%	59%	64%	52%

[1]Those with intermediate scores on each of the four indexes are not shown.

However, activity levels, and the lifestyles they connote, do affect the items people usually read (see Table 5.4). People who score "high" on Recreational activities are more likely to read sports news, store and movie ads, the local events schedule, local political news, and economic and business news. This is partly the result of the fact that this group is disproportionately male, upper-income, and college-

Table 5.4
ITEMS USUALLY READ BY LIFESTYLE ACTIVITY INDEXES*

Newspaper Content Items	Recreational		Social		Individual		Engaged	
	High (2-4)	Low (0)	High (3)	Low (0-1)	High (3)	Low (0-1)	High (2-3)	Low (0)
International or world news	96%	90%	91%	87%	85%	84%	87%	75%
Sports news-professional teams	54	36	43	37	40	55	55	42
News about local community	96	89	91	90	91	91	87	84
News about the economy	97	79	92	87	85	86	88	81
Advice columns	58	69	73	62	75	63	62	63
Supermarket ads	60	92	69	75	70	65	55	63
Classified or want ads	63	46	52	58	52	61	68	57
Obituaries	39	58	59	55	54	56	50	52
Business and financial news	58	43	52	47	48	49	57	42
News briefs, summary of news items	91	82	88	82	80	76	77	72
Comic strips, funnies	75	57	55	63	56	53	60	57
Food pages	56	86	73	60	66	55	53	60
News about local politics or government	90	71	84	76	75	74	76	68
News about the President or Congress	86	84	85	85	82	78	79	69
Sports news-local schools, colleges, clubs	62	30	47	38	46	56	59	41
Editorials, editors' opinions	63	62	72	60	67	57	58	50
Crossword puzzles	31	14	34	22	26	18	21	28
TV program listings	77	67	57	71	70	65	64	73
Store ads for clothing	75	52	71	65	73	59	55	66
Movie ads	83	31	61	56	51	48	61	60
Letters to the editor	59	62	65	52	70	59	63	51
News about celebrities or famous people	76	65	73	64	78	67	73	72
Calendar or schedule of local events	68	41	73	55	69	56	63	61
Book Reviews	40	28	35	25	48	20	29	28
Political opinion columns	74	59	47	45	55	46	50	37

* Table shows the proportions who "usually read" each category of content at each activity level.

educated. On the other hand, the content preferences of people who score "low" on Recreational activities involve three items usually read more by women--advice columns, food pages and supermarket ads. People who score "high" on Social activities are more likely than "low" scorers to read the food pages, calendar of local events, book reviews, and editorials. Again, this is due in part to the above-average numbers of college-educated, upper-income and women respondents in the "high"-scoring group on the Social index.

Those who participate in all three Individual activities at least once a month are more likely to usually read the items that college-educated or women readers typically enjoy: advice columns, food pages, celebrity items, schedule of local events, store ads for clothing, letters to the editor, and editorials. Lastly, people who score "high" on Engaged activities are more likely to attend to international news, national political news, business news, sports and political opinion columns, reflecting in part the content preferences of this predominantly male, upper-income, and college-educated group of adults. But what an inspection of the detailed profiles of reading preferences in table 5.4 reveals is how few important differences there are among adults whose lifestyles, as reflected in these leisure-time activities, vary so markedly.

Stability of Newspaper Reading And Subscribing

During May, 1982, when this study was conducted, the United States was in the middle of a severe recession. Respondents were asked if they had cut back on or postponed purchasing any of six listed items in response to the economic situation. The results show that

subscriptions to daily newspapers can be adversely affected simply by fluctuating national economic conditions. One-eighth (12%) said they had either cancelled or postponed their subscription to a daily newspaper (see Table 5.5). This percentage compares favorably to the 30 percent who had cancelled or delayed their subscriptions to special-interest or hobby magazines. However, since subscriptions account for most of the income derived from sales to readers, this reduction in or postponement of subscriptions can represent a significant loss of circulation revenues nationwide. Fortunately, with the economic upturn, average daily circulation rebounded from a low of 61.4 million in 1981 to 62.6 million in 1983; by Spring 1985, it had climbed still higher, to 63.2 million.

Table 5.5
ITEMS CUT BACK OR POSTPONED BUYING
DUE TO ECONOMIC SITUATION

Base: All Adults	Total
New clothes for yourself	49%
Eating out at a restaurant	41
Subscriptions to magazines about special interests or hobbies	30
A new TV or stereo system	30
Dental work, new eye glasses, etc.	18
Subscription to a daily newspaper	12
Buying a car	5

"Here is a list of things that some people have cut back on or postponed buying because of the economic situation. Are there any things on this list you have personally cut back on or postponed buying?"

Another approach to studying readers' commitment to the daily paper is to contrast its appeal with that of the Sunday paper, which typically offers more lifestyle-related content in one concentrated package.

A measure of the relative appeals of the two was obtained by asking readers of both daily and Sunday/ weekend papers which one they would give up if they had to give up reading one or the other. More than one-half (53%) would give up the Sunday paper, 29 percent would give up reading the daily paper and 19 percent didn't know which paper they would sacrifice. As expected, frequent daily newspaper readers and those getting daily home delivery were more inclined than were other groups to give up reading the Sunday edition (see Table 5.6).

Participating in various lifestyle activities does not adversely affect frequent reading of either the daily or the Sunday newspaper, or subscribing to a daily paper (see Table 5.7). In fact, frequent weekday readership is below average only among regular movie-goers or outdoor (fishing/hunting/camping/backpacking) activists. (Frequent daily readership is lower among movie-goers and outdoorsmen primarily because they are predominantly young men.) Frequent Sunday readership is close to the average (71%) among respondents who engage in each activity at least monthly. Similarly, subscription to a daily newspaper is close to the average for all readers (63%) for participants in every activity except for movie-going. Here is additional evidence for the proposition that even quite varied lifestyles do not serve to discourage either newspaper reading or buying, daily or Sunday.

Routine Or Unusual Yesterday

It is easy to imagine a regular newspaper reader not picking up and reading the daily newspaper if he or she had encountered some unusual circumstances that dominated the day's activities. Respondents

Table 5.6

PREFERENCE FOR WEEKDAY OR SUNDAY NEWSPAPER

	Total	Weekday Newspaper Readers		Has a Daily Newspaper Delivered	Sunday Newspaper Readers*	
		Frequent Readers	Infrequent Readers		Frequent Readers	Infrequent Readers
Base: Daily And Sunday Newspaper Readers						
Give up reading daily newspaper	29%	19%	55%	23%	28%	31%
Give up reading Sunday newspaper	53	61	31	57	52	57
Can't say/Don't know	18	20	14	20	20	12
Total =	100%	100%	100%	100%	100%	100%

"If you had to give up reading one or the other, which would you give up--the daily or the Sunday/weekend paper?"

* Frequent Sunday readership is defined as having read three or more Sunday/weekend editions in the past month.

Table 5.7
FREQUENT NEWSPAPER READERSHIP (DAILY AND SUNDAY)
BY LIFESTYLE ACTIVITIES

		Frequent Weekday Readers	Daily Paper Delivered	Frequent Sunday Readers*
Total Newspaper Readers		69%	63%	71%
Recreational				
Exercise/jog/bowl/ active sports	(44%)*	71	64	74
Go to a movie	(32%)	63	54	70
Attend a sporting event	(27%)	75	66	72
Live play/concert/ dance program	(19%)	68	61	73
Social				
Visit friends/relatives	(74%)	69	63	70
Entertain friends/ relatives at home	(59%)	72	65	74
Attend a meeting	(39%)	74	69	73
Individual				
Shop/browse in stores	(62%)	70	65	74
Read a book	(52%)	70	64	74
Work on a hobby	(43%)	73	67	73
Engaged				
Odd jobs at home	(72%)	72	67	73
Fish/hunt/camp/backpack	(25%)	65	63	70
Bring work home from job	(13%)	72	66	75

* Proportions engaging in each activity regularly (at least once a month) are shown in parentheses.

were asked if yesterday had been routine or unusual. Thus, we were able to determine which, if any, unusual types of events affect average weekday readership of a daily newspaper.

Most people (79%) said they had a routine day yesterday (see Table 5.8). But unusual events do affect yesterday readership to some degree: 68 percent of those whose yesterday was routine read a daily newspaper yesterday, compared with 64 percent of those whose yesterday was unusual in some way.

Table 5.8
DAILY READERSHIP BY ROUTINE
VS. UNUSUAL YESTERDAY

	Total	Readership (Yesterday)
Base: Total Adults	100%	67%
Yesterday was routine	79%	68%
Yesterday Was Unusual (Net)	21%	64%
Took care of errands/chores	13	72
Went on outing/trip/out of town	11	60
Stayed home/had day off	9	48
Non-routine employment related	7	70
Had company/entertained	7	63
Special family/personal occasion/celebration	6	67
Attended theater/sports event/social	6	62
Was not feeling well	5	60
I had to go to dentist/doctor/be hospitalized	4	77
Had trouble with car/household	4	85
Family member had to go to dentist/doctor/ was hospitalized	3	69
Was busy, had things to "catch up on"	3	56
Had to work overtime/longer/harder	3	55

The most common reason for terming yesterday unusual in some way was "took care of errands/chores" (13% of those calling yesterday unusual); the second most frequent was "went on outing/trip/out of town" (11%). Doing errands was actually associated with an above-average level of readership (72%). Trips away from home, however, depressed readership, as did illness, a day off, or overtime work. These findings can help explain the minor instabilities in measured readership levels that result from the impact of nonroutine events in people's lives.

Personal Goals

Respondents were asked if four broadly-stated personal goals were major, important, less important, or not important goals to them at this point in their lives. The distribution of responses given for each goal is shown in Table 5.9.

Table 5.9

IMPORTANCE OF FOUR PERSONAL GOALS

Base: All Adults	Strong/ Healthy Family Life	Living Each Day For Maximum Enjoyment	Career Success and Recognition	Active on Behalf of Social Concerns
Goal Defined As:				
Major goal	66%	37%	33%	15%
Important goal	23	37	24	34
Less important	6	19	18	34
Not important	4	6	22	16
Don't know/Can't say	1	1	3	1
	100%	100%	100%	100%

"Finally, here are some statements reflecting different personal goals that people have, which can change in importance at various stages in our lives. For each of them, please tell me which of the answers on Card P comes closest to how you feel at this point in your life." [Responses: Major goal, important goal, less important, not important.]

a. Working to create and maintain a strong, healthy family life
b. Living each day for the maximum enjoyment and having as much fun as possible
c. Being active on behalf of social concerns or community improvement
d. Striving for success and recognition at work or in a career.

The most salient goal of all was "working to create and maintain a strong, healthy family life"--66 percent named this as a major goal, and only 10 percent thought this goal was either less than important or unimportant. "Living each day for the maximum enjoyment and having as much fun as possible" was a major goal for 37 percent of the respondents; an additional 37 percent said that it was an important goal. "Striving for success and recognition at work or in a career" was defined as a major goal by 33 percent of American adults, with an additional 24 percent calling this an important goal. By way of contrast, "being active on behalf of social concerns or community improvement" was rated as a major goal (15%) by the fewest respondents.

The choice of major goals differs among demographic subgroups, generally in expected ways (see Table 5.10). Respondents between 30 and 54 years old, with incomes of $25,000-plus, married adults, women (particularly homemakers) and non-metropolitan residents are all more likely to rate a strong, healthy family life as their major life goal. Education has an irregular effect on the quality of family life as a major goal: college graduates and high school graduates call this a major goal more often than do other respondents. Those who are divorced, separated or widowed and the youngest (ages 18-24) and oldest (age 55+) adults are most likely to choose "living for enjoyment" as their major goal. By contrast, college graduates, 35-44 year olds or those living in mid-sized cities are least likely to define hedonistic values as a major life goal. As expected, the youngest (age 18-24), single, better-educated, upper-income, employed or male respondents were relatively more success-oriented. College graduates, blacks, and divorced, widowed or separated adults are all more inclined than others to define activities on behalf of social concerns as a major goal in their lives.

Major goals differentiate among respondents' involvements with the daily newspaper to some degree (see Table 5.11). For example, people who name social concerns as a major goal also show the highest level of reading frequency, subscription to a daily paper, and readership of a daily yesterday. The lowest levels on all three measures belong to those who define success and recognition at work as their major life goal. But variations in reader involvement (apart from readers espousing career success as a major goal) are not closely linked with the choice of a major life goal.

Table 5.10
MAJOR GOALS AMONG DEMOGRAPHIC GROUPS

	Strong/Healthy Family Life	Living Each Day For Maximum Enjoyment	Career Success and Recognition	Active on Behalf of Social Concerns
All Adults	66%	37%	33%	15%
By Age				
18-24	58	42	60	10
25-29	68	32	41	11
30-34	78	36	42	13
35-44	76	30	42	18
45-54	75	33	25	16
55-64	66	43	15	19
65+	49	43	6	18
By Education				
Not HS Grad	58	39	19	13
HS Grad	70	40	34	16
Some College	64	34	44	13
College Grad	71	31	39	18
By Income				
Less than $10,000	52	39	23	16
$10,000-$14,999	63	36	33	16
$15,000-24,999	70	40	33	18
$25,000-34,999	78	38	40	12
$35,000+	75	34	41	15
By Sex				
Male	63	37	41	14
Female	69	37	26	16
By Race				
White	67	38	31	14
Black	59	28	47	22
By Marital Status				
Married	78	34	28	15
Divorced/Separated/Widowed	49	44	26	21
Single	45	39	57	10
By Employment Status				
Employed	70	35	45	15
Not Employed	62	39	20	15
Homemaker	74	30	14	15
By Location				
Non-Metro	72	40	26	16
SMSA Suburbs	67	37	35	14
SMSA Central City	61	34	37	16
By Residence Size				
Non-Metro	72	40	26	16
50,000-249,999	64	32	36	12
250,000-999,999	65	42	34	13
1,000,000 and over	64	35	37	17
By Region				
Northeast	58	33	30	13
North Central	67	38	35	17
South	69	39	33	15
West	70	38	34	15

Table 5.11
USE OF NEWSPAPERS BY GOALS DEFINED BY RESPONDENTS AS MAJOR

	Strong/ Healthy Family Life	Living Each Day For Maximum Enjoyment	Career Success and Recognition	Active on Behalf of Social Concerns
All Adults				
% Who are Frequent Newspaper Readers	62	66	58	71
% Get Daily Paper Delivered	60	62	51	64
% Yesterday Readers	67	70	66	77

The choice of major goals is linked with the items people read in their daily newspaper (see Table 5.12). Strong adherents of each of these four goals are equally likely to read international, local community and economic news. Major differences exist in the other content preferences of those who aim for career success and recognition and those who are active on behalf of social concerns. For example, the success-oriented are relatively more likely to read sports news, classified ads, and movie ads; the socially concerned are much more likely to read national and local political news, editorials, letters to the editor, political opinion columns and book reviews. These findings highlight some of the ways in which daily newspapers offer diverse gratifications for readers in terms of their lifestyles, goals, and interests.

Table 5.12

ITEMS USUALLY READ BY GOALS DEFINED BY RESPONDENTS AS MAJOR

	Strong/ Healthy Family Life	Living Each Day For Maximum Enjoyment	Career Success and Recognition	Active on Behalf of Social Concerns
International or world news	89%	81%	85%	82%
Sports news-professional teams	39	48	58	47
News about local community	91	87	88	91
News about the economy	89	82	87	84
Advice columns	73	72	57	71
Supermarket ads	68	64	57	76
Classified or want ads	59	58	68	48
Obituaries	54	56	48	62
Business and financial news	51	48	50	50
News briefs, summary of news items	79	77	77	81
Comic strips, funnies	57	58	62	52
Food pages	66	55	52	79
News about local politics or government	73	68	74	88
News about the President or Congress	79	77	77	86
Sports news-local schools, colleges, clubs	45	50	59	51
Editorials, editors' opinions	60	59	54	69
Crossword puzzles	25	23	22	21
TV program listings	61	69	72	65
Store ads for clothing	61	60	65	65
Movie ads	51	48	71	40
Letters to the editor	65	62	55	71
News about celebrities or famous people	70	72	73	73
Calendar or schedule of local events	58	63	64	62
Book Reviews	32	25	28	42
Political opinion columns	45	45	46	66
% of Adults Defining Each as a Major Goal	66%	37%	33%	15%

Summary

In this section, we have investigated how the newspaper fits into various "lifestyles" by relating people's newspaper habits to their leisure-time activities and personal goals.

Frequent daily and Sunday newspaper readership and subscription to a daily paper are generally higher among those who participate in each of thirteen leisure-time lifestyle activities than among those who don't participate in them. In addition, people who engage in more activities within each of four activity clusters are more likely than those less active to be frequent daily newspaper readers. In other words, newspaper reading and subscribing fit comfortably into active adults' lifestyles.

As expected, the severe recession that was under way during the period of interviewing for this study measurably affected subscriptions to daily newspapers. Although fewer respondents (12%) said they had cancelled or postponed their subscription to a daily newspaper than had cut back on any other type of consumer behavior, this reduction in subscriptions represented a serious, short-term drain on newspaper revenues.

The daily newspaper evokes a greater loyalty than the Sunday paper among readers of both a daily and a Sunday newspaper: more readers would give up the Sunday paper than the daily paper if they had to stop reading one or the other. However, daily events that disturb people's routines can depress average daily newspaper readership.

By far the most frequently claimed major goal is a strong, healthy family life; being active on behalf of social concerns has the fewest adherents of the four goals examined in this study. Adults who rate

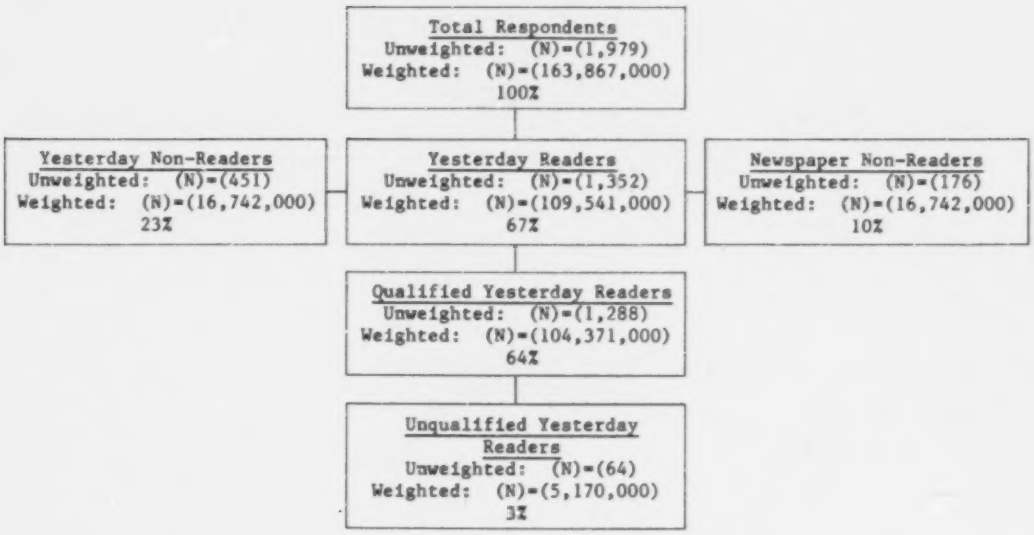
being active on behalf of social concerns highest also have the highest levels of frequent readership, yesterday readership and subscription to a daily paper; those who name success and recognition as their major goal have the lowest levels of daily newspaper usage.

The choice of major goals and number of activities they engage in are linked with people's reading preferences to some degree. The socially concerned are more likely than the success-oriented to read political news, the contents of the op/ed pages, and book reviews. The success-oriented are more likely to read sports news, classified ads, and movie ads. But for all the subgroups analyzed in this section--adherents of each major goal, and those "high" and "low" on all four activity clusters--the uses of the daily paper's editorial and advertising content are varied rather than highly selective or limited in character.

In sum, lifestyle differences as measured by these indicators do not emerge as strong influences on involvement (reading or subscribing) with the daily paper. They are, understandably, linked with the differing appeals of a paper's diverse categories of editorial content for its readers.

APPENDIX

CLASSIFICATION OF RESPONDENTS*



Yesterday Readers are adults who read a daily newspaper "yesterday" AND that paper was dated "yesterday," AND who were asked about sampled pages of that (or another) paper.

Qualified Yesterday Readers are "yesterday" readers who were asked if they opened sampled pages of the daily paper they read yesterday.

Unqualified Yesterday Readers are "yesterday" readers who were taken through some other paper and asked about items on sampled pages on an "interest" basis.

Yesterday Non-Readers are adults who did not read a daily newspaper "yesterday."

Newspaper Non-Readers are adults who did not read a daily newspaper "yesterday" AND had not read a paper during the past week AND said they do not read a daily or a Sunday newspaper even "once in a while."

---

* Additional details on respondent groupings, analytical procedures and questionnaires used in this survey can be found in The Daily Newspaper: Readership and Content: Technical Appendix (Newspaper Advertising Bureau, 1983).

NUMBER OF RESPONDENTS IN VARIOUS DEMOGRAPHIC GROUPS

Group	Unweighted Number	Weighted Number (in 000's)
All Respondents	1,979	163,867
All Exposed To News	1,802	149,260
Age:		
18-24	269	29,132
25-29	223	20,624
30-34	227	17,658
35-44	351	26,769
45-54	273	22,128
55-64	277	20,250
65+	345	26,388
Education:		
Not HS Grad	456	37,019
HS Grad	765	63,229
Some College	408	35,640
College Grad	334	26,638
Income:		
Under $10,000	295	27,833
$10,000-$14,999	232	20,062
$15,000-$24,999	415	33,705
$25,000-$24,999	359	28,954
$35,000+	300	23,180
Employment Status:		
Total Employed	1,032	86,414
Full time	824	69,897
Part time	208	16,517
Total Not Employed	940	76,795
Homemakers	374	28,896
Sex:		
Male	932	77,718
Female	1,047	86,149
Race:		
White	1,749	142,574
Black	180	16,935
Region:		
Northeast	461	35,946
North Central	547	41,929
South	608	54,247
West	363	31,745

NUMBER OF RESPONDENTS IN VARIOUS DEMOGRAPHIC GROUPS (CONT'D)

Group	Unweighted Number	Weighted Number (in 000's)
Residence Size:		
1,000,000+	797	66,028
250,000-999,999	401	32,495
50,000-249,999	275	21,962
Non-metro area	506	43,382
Within Metro Area:		
Central City	579	50,307
Suburb	894	70,178
Cable Households:		
Have Cable TV	713	58,613
Any Children:		
Yes	878	70,833
No	1,101	93,034
By Use of Newspapers:		
Frequent Newspaper Reader (4-5 days)	1,275	101,576
Infrequent Newspaper Reader (0-3 days)	528	45,549
Newspaper Non-Reader	176	16,742
Home Delivery:		
Delivery of Any Daily	1,203	92,786
AM Delivery	565	44,699
PM Delivery	619	46,850
No Daily Delivered	776	71,084
Marital Status:		
Married	1,392	101,900
Divorced, Widowed, Separated	298	29,426
Single	284	31,993
Years at Location:		
5 or more	1,597	128,407
4 or less	377	35,043